



# Get Together and Save !

Ridesharing. It's a popular word these days. In newspapers and magazines, on television and radio, we're seeing and hearing a lot about the benefits of "getting together" and sharing a ride with a friend. Ridesharing means less air pollution, less traffic congestion and more parking spaces. *And it saves money.* We all know that, but how many of us have actually figured the amount we can save by sharing a ride? *Face to Face* did and found some surprising results. The chart below was compiled using the average operating cost per mile\* (including gasoline, repairs, maintenance, oil, tires and depreciation) for six different vehicle classifications to determine the cost of driving to and from work in one year. (One

year consisting of 250 work days.) For example, the annual cost for a driver of an intermediate-size car could cut this cost by 50%, or \$640.13, by sharing the ride and expenses with a co-worker. And if four people got together for the ride, the cost of commuting for each person would drop by 75% - to \$320.06, a savings of \$960.19 per year! *All employees can save money by sharing a ride.* Check the chart below to find the approximate amount you're spending if you drive to work alone. Then determine how "getting together" with one or several persons can help you save. (To find a ride or riders, leave a note on the bulletin board in any of Sheaffer's three cafeterias.)

 <b>Annual Cost of Driving to Work Alone</b> 								
Daily Round Trip Miles	5	10	20	30	40	50	60	
Annual Miles (250 Work Days)	1250	2500	5000	7500	10,000	12,500	15,000	
Vehicle Classification and Average Operating Cost per Mile*	Sub-compact 11.19¢	\$139.88	\$279.75	\$559.50	\$839.25	\$1119.00	\$1398.75	\$1678.50
	Compact 14.83¢	\$185.38	\$370.75	\$741.50	\$1112.25	\$1483.00	\$1853.75	\$2224.50
	Intermediate 17.07¢	\$213.38	\$426.75	\$853.50	\$1280.25	\$1707.00	\$2133.75	\$2560.50
	Full Size 17.68¢	\$221.00	\$442.00	\$884.00	\$1326.00	\$1768.00	\$2210.00	\$2652.00
	Standard Size Pickup 17.61¢	\$213.88	\$427.75	\$855.50	\$1283.25	\$1711.00	\$2138.75	\$2566.50
	Van 18.70¢	\$234.88	\$469.75	\$939.50	\$1409.25	\$1879.00	\$2348.75	\$2818.50

\*According to the Iowa Department of Transportation, Division of Planning and Research, July 1979. (Due to price increases in the last eleven months, operating costs would be even higher today.)

## Nation Observes World Trade Week

The week of May 18-24 was observed across the United States as World Trade Week, with many Americans participating in business and governmental activities that emphasized the importance of international trade to the U.S. economy.

In an official presidential proclamation, President Jimmy Carter stated, "The 1980's begin to emerge as a time both of challenge and renaissance in the world of international commerce. They will be America's decade for trade.

"Increased U.S. exports will mean more jobs for American workers, new markets for American businesses, more secure income for American

farmers, a strengthened American dollar and lower costs for American consumers," the President added.

The importance of the necessity to increase exports becomes evident by noting that since 1950 the United States' share of the world export market has dropped by half, while our share of the world's imports has risen by 27%. Although U.S. exports of manufactured goods jumped 23% last year, increased oil prices alone added 16.4 billion dollars to our 1979 trade deficit.

During World Trade Week, most of the country's industrial centers conducted activities such as luncheons, dinners, plant tours, trade seminars and export conferences. Members of the Southeast Iowa International Trade Association held a special meeting on Tuesday, May 20 at the Holiday Inn in Burlington. Featured speaker J. Sid

Craiger, president of the Iowa Manufacturing Association, spoke on the topic, "The Republic of South Africa." A slide presentation accompanied his remarks concerning potential industrial and agricultural exports to South Africa.

As a state, Iowa's record of export accomplishments is outstanding. To cite examples, Iowa ranks number one among all states in exports of farm machinery, number two in agricultural exports and number three in export per capita. Iowa is also in the top ten states according to total dollar volume of exports. Over 700 Iowa manufacturers export products around the world, and nearly one-third of the state's work force is employed in jobs directly or indirectly related to export activity.



MAY 18-24 was proclaimed World Trade Week by President Jimmy Carter to call attention to the importance of world trade to U.S. economic life. Pictured above are Lin Inghram and Bill Schneider, employees of Sheaffer's Plant 2 shipping

department, from which writing instruments and accessories are shipped to over 150 countries around the world. Over half of the products manufactured locally by Sheaffer's 1450 employees are sold in foreign markets.

# Our Kids

Elizabeth Ann Garcia, 10, is the daughter of Virginia Garcia, Office Services. Elizabeth's sister, Connie Luna, also works in Office Services.



Gerry Herold, Skrip, submitted this photo of her three grandkids: Terri, 10, Jodi, 1½, and Mickey McFadden, 6.



Kent, 22 months, Scott, 5½, and Jill Rambo, 10 weeks, are the grandchildren of Elizabeth Carter, Plastic Fab.



Lori, 5½, Mike, 14 months, and Angie McDaniel, 2½. Their grandma, Sarah McDaniel, works in Shipping I.

**EMPLOYEES AND RETIREES:** Why not let your kids and grandkids be in *Our Kids*? We'll accept *professional* photographs of any size. Don't forget to include the child's name and age, his or her relationship to you, and your name and department (and address if you are retired). All pictures will be promptly returned. Send your photos to:

Sheaffer Pen  
Communications Department  
301 Avenue H  
Fort Madison, Iowa 52627

**INTERNATIONAL MANAGERS** gathered here recently for a series of meetings. Pictured are (front, from left) Terance Frost, managing director of Sheaffer's Atlantic operation, Hemel Hempstead, England; Dick Canella, local vice president, operations; Terry Stewart, managing director, United Kingdom operation, Hemel Hempstead; (rear) Jim Thomas, vice president, international operations, Pittsfield, MA; Alec Robertson, technical services manager, Atlantic; and Bill Gardner, vice president and general manager, Canadian operation, Goderich, Ontario.



## People

### Married

- \* Connie Strauser, Pen Point, to Charles Wilton, April 13.
- \* Jeanette Steffen, Plastic Fab, to Michael Peterschmidt, April 18.
- \* Terry Miller, Packaging, to Steve Kirchner, April 25.
- \* Chris Shau, NoNonsense, to Jeff Jarvis, April 26.
- \* Sandy Redden, Quality Assurance, to Kent Cole, May 3.
- \* Della King, Pen Point, to Alan Brinkschroeder, May 10.

### Births

- \* A boy, Christopher Edward, to Clifford and Nancy Crull, Litho, April 12. Paternal grandmother is Mary Crull, Litho.
- \* A boy, Scott Benjamin, to Dean and Kathy Blanchard, Pen Point, April 14.
- \* A boy, Craig Lee, to Gary and Linda Rothenbach, Plastic Fab, April 28.
- \* A girl, Jessica Lee, to Randy and Mary Hasper, NoNonsense, May 11.
- \* A boy, Matthew Anthony, to David and Marcia Fodge, May 12. Maternal grandmother is Vonnie Rea, Tool Engineering.
- \* A girl, Mary Michelle, to Paula and Dave Boylan, Tool Engineering, May 13.

- \* A boy, Kenton Allen, to Susie and Rick Halfhill, Plating, May 15.

### Congratulations

- \* Sheryl Elliott, Industrial Relations, placed first among high school students from across the United States who competed in the category of free enterprise projects at the Office Education Association national leadership conference held in Minneapolis recently.
- \* Connie Cuthbert received a bachelor of arts degree in accounting from the University of Northern Iowa at Cedar Falls on May 17. She has accepted a position with the firm of McGladrey Hendrickson in Clinton, IA. Connie is the daughter of Darwin Cuthbert, Shipping I, retired.
- \* Helen and Charles Gillett, Plastic Fab, retired, marked their 50th wedding anniversary on April 25.
- \* Mary and Charlie Bertlshofer, Plating, retired, marked their 40th wedding anniversary on May 22.
- \* Steve Weaver, Office Services, recently received the Fort Madison Evening Democrat Annual Boy's Baseball Award. The award recognized Steve as the outstanding player at Aquinas High School for the 1979 season. In the team's 30 games, he

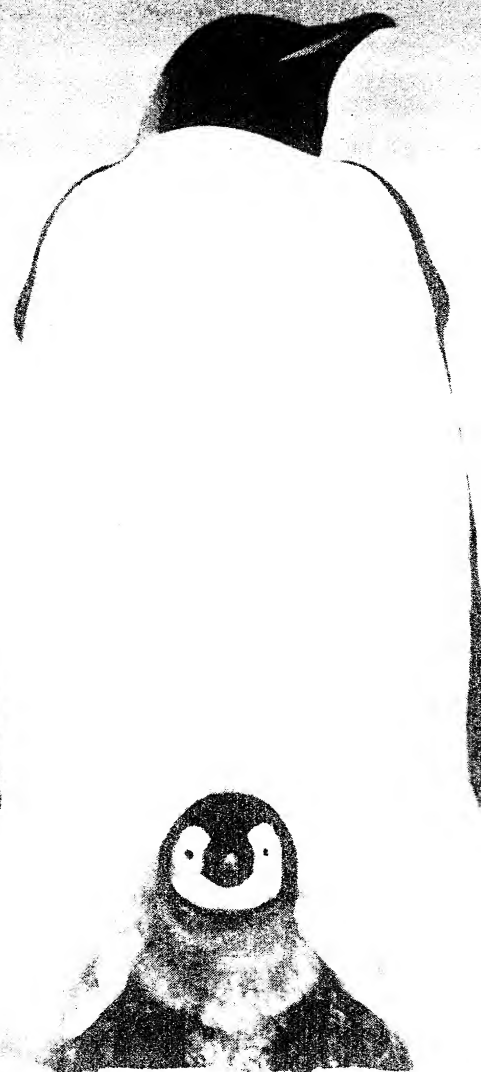
compiled a 7 - 3 won-loss record as a pitcher while hitting for a .381 average and leading the state with 10 home runs. Who says pitchers can't hit? Steve is the son of Dutch Weaver, Shipping.

### Condolences

- \* To Jim Sweezer, Housekeeping, retired, on the death of his mother.
- \* To Virginia Collins, Buffing, on the death of her brother.
- \* To the family of Karl Yeager, Maintenance, retired.
- \* To Paula Russell, Packaging, on the death of her father.
- \* To Juanita Waggoner, Plant 2 and Jean Sporkman, Quality Assurance, on the death of their mother.
- \* To Bill Kramer, Ballpoint, retired, on the death of his son.
- \* To Hazel Bentrim, Buffing, on the death of her mother.
- \* To the family of Jeff Piper, Plastic Fab.

**Editor's Note** - If you know of news items concerning Sheaffer Pen employees, retirees or their families, please contact Dan Temborius, Communications Department.

Get that warm, secure Savings Bond feeling.  
Join the Payroll Savings Plan.



Sheaffer Pen Savings Bond Drive

SHEAFFER EATON  
TEXTRON

# FACE TO FACE

SHEAFFER EATON  
TEXTRON

AUGUST 1980



Inside...

How **TEXTRON**

Spends Its  
Sales Dollar



**ON THE COVER** - Realizing the (un)popularity of America's latest symbol of the shrunken dollar - the Susan B. Anthony coin - the Editor decided to shoot Eisenhower dollars for this issue's cover photo. However, attempts at locating the larger, less controversial coin proved unsuccessful. So he questioned, "What is it that people don't like about the Susan B. Anthony? It's the size." (As one Las Vegas resident put it, "When I hit the jackpot on a dollar slot machine, I don't want to hear a tinkle. I want a clank.") The Editor finally arrived at a solution. If people don't like the coin because it's too small, all he would have to do was make it *look* bigger. And that's what he did, with the aid of a micro-lens and a darkroom enlarger.



**SEVENTEEN MORE EMPLOYEES** have successfully completed a basic life support course in cardiopulmonary resuscitation (CPR). Pictured in the top photo are (front, from left) Lew McAllister, Works Office; Arlene Fowler, Industrial Engineering; Judy Huprich, Packaging; Steve Hohl, Product Development; Lynda Matlick, Buffing; (rear, from left) Dave Hauck, Product Development; Jim Jinkens, Metal Fab; Al Giese, Industrial Engineering, who serves as a volunteer CPR instructor for the North Lee County Chapter of the American Red Cross; Gregg Thoennes, Communications and Training; Gerald Hobbs, Product

Development; and Dan Temborius, Communications and Training. In the lower photo are (front, from left) Margie Pollmeier, Skrip; Becky Gordon, Pen Point; Gary Lake, Pen Point; (rear) Bill Piloto, Ballpoint; Virgil Mosher, Maintenance, Plant II; and Kristine Smith, YMCA activity director who also took the course. A total of twenty-eight Sheaffer employees have now completed basic life support courses offered in the main plant auditorium.

## Back to School? Let Sheaffer Help!

Here at Sheaffer, it's a company policy to encourage and assist employees wishing to improve job-related skills. The Tuition Aid Plan was designed solely for that purpose.

All full-time employees having six months or more continuous service and a satisfactory work record are eligible for tuition aid, providing they meet two conditions: 1) the subject matter of the desired course must be judged useful to the company, and 2) a written request for permission to take the course must receive company approval prior to enrollment. Then, after the In-

dustrial Relations Department has received official notice from the registrar of the school stating that the course has been successfully completed, a refund totaling 75% of the tuition fee will be paid to the employee.

Remember — many area schools begin classes in early September. If you're interested in letting Sheaffer help you improve your job skills (and chances for advancement), ask your supervisor to obtain a tuition aid form by contacting the Industrial Relations Department, Extension 247.

## FACE TO FACE

Dan Temborius/Editor

*FACE TO FACE* is published at frequent intervals to inform Sheaffer Pen employees, retirees and their families of news and developments which relate to our company. Comments and news items are welcomed and should be sent to:

Sheaffer Pen  
 Communications Department  
 301 Avenue H  
 Fort Madison, Iowa 52627

## 42% Sign Up for Payroll Savings

Totals for Sheaffer's 1980 U.S. Savings Bond drive were announced in the main plant auditorium on July 14 at a meeting of drive coordinators. Communications and Training Manager Peggy Podeyn, who served as overall coordinator for the drive, reported that 42% of all Sheaffer employees signed up to participate in the payroll savings plan during the twelve month period which began in June.

Translated, the 42% figure shows that 602 of 1447 active employees will have money deducted from their paychecks for the purchase of series EE bonds. 203 employees increased their bond deductions or joined the savings plan as new participants.

Other Sheaffer Eaton operations finished with the following percentages of participation: Eaton, 36%; Camp, 35% and Duo-Tang, 14%. As a division, Sheaffer Eaton compiled a 36% participation rate.

Industrial Relations Manager Ray Rutter thanked the employees who acted as coordinators for their efforts in contacting fellow employees. Rutter stated, "I hope to see you all involved again next year. Since you did such a good job I'd hate to break up a winning team."

Three winners of \$50 savings bonds were also announced at the meeting. Plating employee Edna Parshall won for obtaining the highest percentage of new and increased participation from the employees she contacted, while Maryann Washburn, Ballpoint, and Ellen Johnson, Plastic Fab, had their



**EDNA PARSHALL** (right), Plating Department, is shown receiving a \$50 savings bond from Communications and Training Manager Peggy Podeyn

in recognition of her performance as a coordinator in Sheaffer's annual savings bond drive. Looking on is Industrial Relations Manager Ray Rutter.

names selected in a drawing open to each of the coordinators.

The employees serving as coordinators were: Shirley Glasscock, Don Lucas, Teresa Zachmeyer, Betty Deitzman, Debbie Engeman, Sue Hoffstatter, Georgia Stansberry, Loretta Hayes, Charlotte Arthur, Janis Davidson, Maryann Washburn, Margaret Bohnenkamp, Ellen Johnson, Bonnie Morrison, Maxine Reuther, Edith Trainer, Frances Martin, Gladys Bryant, Luella Tory, Elizabeth Stout, Ruby Ried, Dixie Wilhelm, Helen Ayers, Jan Ballard, Linda Basham, Joyce Stein, Dorothy Delaney, Alan Boyer, Loretta Lile, Renita Kirchner,

Edna Parshall, Sandra Avery, Nora Feagins, LaVerne Bartlett, Betty Mead, Esther Underwood, Terri Vradenburg, Pat Lueder, Ruth Taylor, Mary Dalrymple, Dorothy Wagner, Dorothy Day, Joy Ball, Barb Thomas, Mary Byers, Maxine Lefler, Arlene Fowler, Art Huett, Dale Diton, Diane Holland, Sherri McVeigh, Sandy Bailey, Dan Reppert, Thelma Cowles, Floretta Salladay, Anna Benda, Mildred Hutchison, Wilma Stevens, Bob Consbrock, Peryl Kress, Ginger Thomas, Shirley Buckley, Doris Gargels, Joan Gross, Anna Six and Jan Carrell.

**THE EFFORTS** of twenty-four employees resulted in an afternoon of fun, food and games at Sheaffer's annual Family Day gathering, held June 7 at Hamilton High School. Helping with the event were (front, from left) John Gause, Lisa Mitchell, Cindy Sheets, Maria Ellison, Family Day Chairman Germen Pohlpeter (middle) Debbie Buechel, Patty Menke, Mae Dell Tate, Carol Hanna, Craig McClellan, Lyle Box, (rear) Jerry Boyer, Betty Anderson, Peggy Pohlpeter, Del White, (not pictured) Jack Wade, Rick Freis, Terry Vradenburg, Sue Ruiz, Sue Thuleen, Becky Ramsey, Phyllis Box, Loren Simmons and Ray Rutter. A crowd numbering over 1400 attended Family Day '80.





# People Prove It -



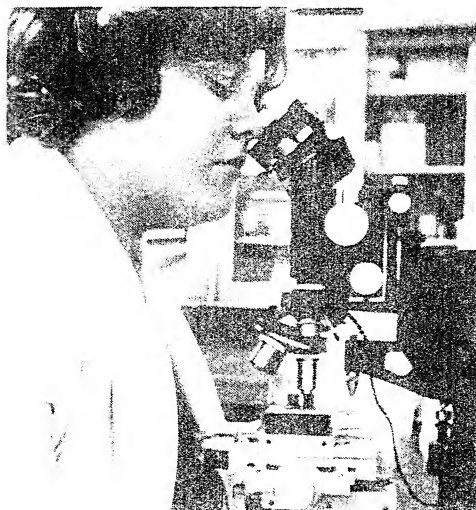
**Chris Hauck**  
Ballpoint

PIP Idea - Regrind old SPM motor spindles to adapt them to new style spindle bearings  
Annual Savings - \$1,257.00  
Cash Award - \$125.70

PIP Idea - Replace carbide turning tools on SPM blank machine with permanent fixture having adjustable carbide inserts that can be resharpened  
Annual Savings - \$1,811.00  
Cash Award - \$181.10



**Wayne Mitchell**  
Production Control  
PIP Idea - Eliminate the chrome plate on the 732-0079 Targa friction ring  
Annual Savings - \$1,039.00  
Cash Award - \$103.90



**Gwen Moss**  
Product Development  
PIP Idea - Run cross section of parts for C.A. in Testing Lab to determine gold plate thickness: run once per week instead of three times per week  
Annual Savings - \$1,320.80  
Cash Award - \$132.08

## PIP Pays!

### PIP Totals January-June 1980

PIP  
Ideas  
Accepted----24

Estimated  
Annual  
Savings----\$15,244.52

Employee  
Cash  
Awards----\$1,524.45



**Delbert Boyer**  
Screw Machine  
PIP Idea - Buy two body rings and rebuild clutch bodies for Brown and Sharpe screw machines  
Annual Savings - \$838.04  
Cash Award - \$83.80  
PIP Idea - Buy two repair parts to make complete sleeve instead of buying complete sleeve  
Annual Savings - \$192.93  
Cash Award - \$19.29

Do you have an idea that will make things work better at Sheaffer Pen? Pick up a PIP form at your department office or the Employee Store. Write your idea down and send it to PIP Coordinator Ed Thorn. You could pocket a cash award amounting to 10% of the annual savings produced by your suggestion (up to a maximum of \$5,000 - the maximum award for eligible management employees is \$150.) Be creative. Be a craftsman. Let PIP pay off for you!

# How the 1979 Textron Sales Dollar Was Spent

What happened last year to the almost \$3.4 billion that Textron received from the sale of its products? What part of it was profit? Have you ever wondered about the other demands on the money coming into the company from sales?

Below is a list of categories to which Textron allocated funds last year. Just as your family budget helps you determine where your money goes, this "corporate budget" tells us how Textron spent the money it received in 1979.

## Raw Materials, Supplies and Services Purchased

Expenditures for raw materials, supplies and services purchased took a little more than half of Textron's sales dollar in 1979. These are the essential elements in the manufacturing process for all of Textron's divisions. Fuel, water and lights are also required to operate the production facilities. Once the goods are produced, they must be transported to the point of sale. All these costs last year totaled about \$1.7 billion.

## Salaries, Wages and Employee Benefits

The next largest portion of the sales dollar -- more than one third -- goes to employ 55,000 people in this country and about 9,000 others around the world. In addition to the salaries paid to these individuals, this 38 percent of the sales dollar covers the benefits which Textron pays for each employee. The amount of money allocated for salaries, wages and benefits last year totaled about \$1.3 billion.

## Depreciation

The manufacturing of Textron products requires expensive machinery and tools, as well as buildings. Depreciation simply allows a company to spread out the cost of replacing these major capital assets over time. This helps provide funds for reinvestment. While not actually paid out by the company, it is an expense which must be factored into Textron's costs. Last year, depreciation accounted for 1.9 cents out of the sales dollar, for a total of almost \$65 million.

## Interest

Almost every successful company borrows money to

finance its growth and expansion. As you can see, the portion of the sales dollar available for reinvestment in the business is not very great. By itself, it is not enough to finance Textron's growing capital needs. For this reason, Textron occasionally borrows money to meet these needs. The interest paid to our creditors last year amounted to \$25.8 million, or 0.8 cents for every sales dollar.

## Income Taxes

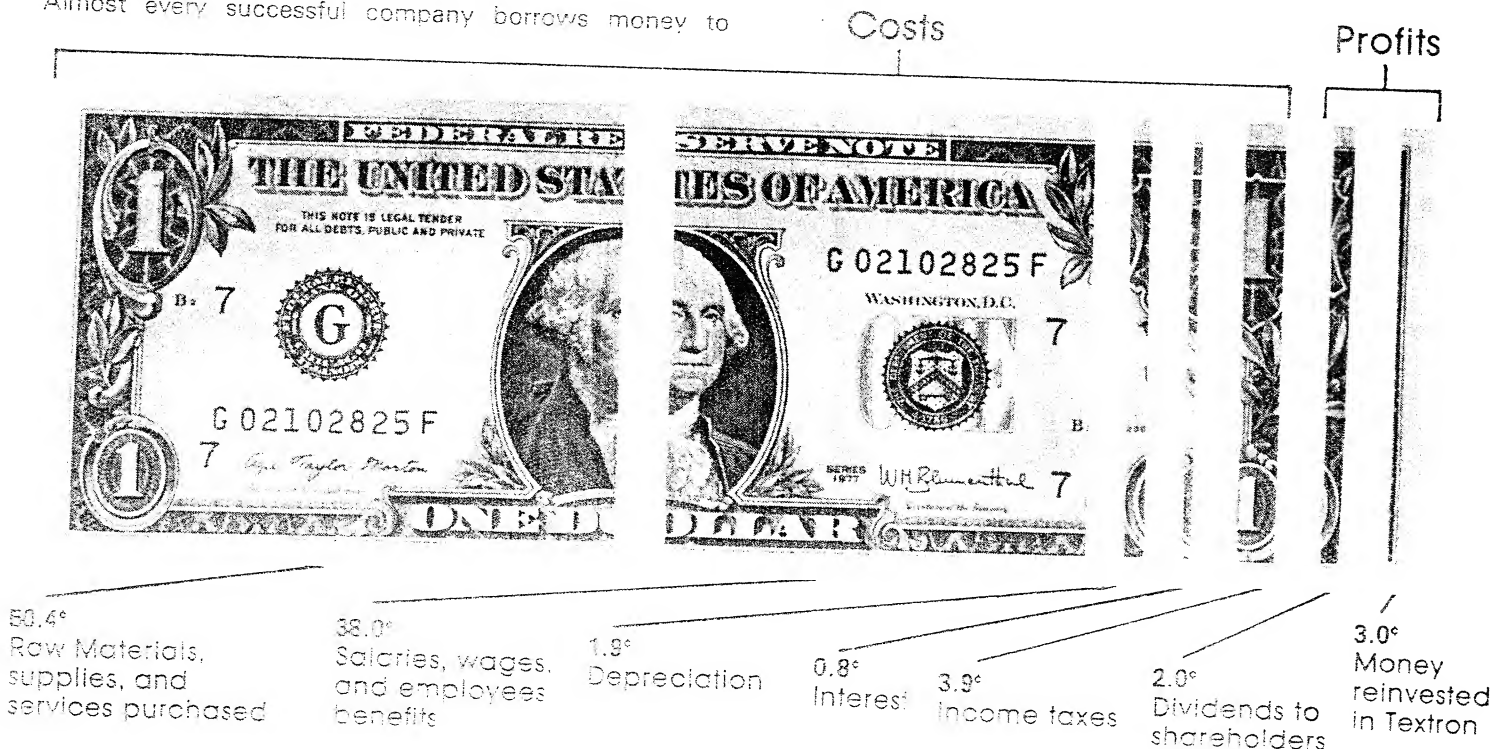
Like every individual, Textron must contribute a portion of its "income" to the cost of government -- national, state, and local. In fact, taxes paid by corporations in the United States are a very substantial part of the country's total tax base. Last year Textron paid 43.9 percent of its income, or almost \$133 million, in income taxes. This is almost half of the company's total profits for the year, and 3.9 cents out of each sales dollar.

## Dividends to Shareholders

After all costs of doing business have been deducted from the sales dollar, and after taxes have been paid, the remaining money represents net income for any company -- in Textron's case, about 5 cents of each sales dollar, or a total of \$169.8 million. Out of this net income, Textron must reward its stockholders for the use of their money. Last year the company declared almost \$68 million in dividends for shareholders. This amount represents 2 cents out of every sales dollar.

## Money Reinvested in Textron

Textron retains only about 3 cents on every sales dollar. For last year, this amount was about \$102 million. The more Textron can reinvest in the company from its sales dollars each year, the less it must borrow from other sources. The growth and expansion made possible by this reinvestment provide new and better products, job opportunities, and a tax base for many communities.





**MANAGERS** of the Sailor Pen Co Ltd., Tokyo, Japan, recently toured local facilities to observe manufacturing processes. (from left) Sheaffe Manufacturing Manager Bud Covington explained operations to A Yoshimoto, engineer; H. Usui, factor manager; and K. Akiho, director of manufacturing. Also pictured are Betty Pohlpetter, Plastic Fab employee who acted as interpreter, and Jean Helling Litho. Associated with Sheaffer since 1971, Sailor Pen distributes Sheaffe products in Japan and serves as a supplier of component parts and raw materials.



### *Retiree Spotlight: Ethel Davis*

Ethel Davis likes to keep busy. One look at her basement proves that. From wall to wall, it's full of colorful examples of her skill in a craft she has practiced since the early seventies: ceramics.

According to Ethel, "My daughter, Beverly, was responsible for getting

me interested in ceramics. I took classes and then one thing led to another." Now she is a regular attendant of area flea markets, displaying and selling centerpieces, lamps, ashtrays, and various other wares.

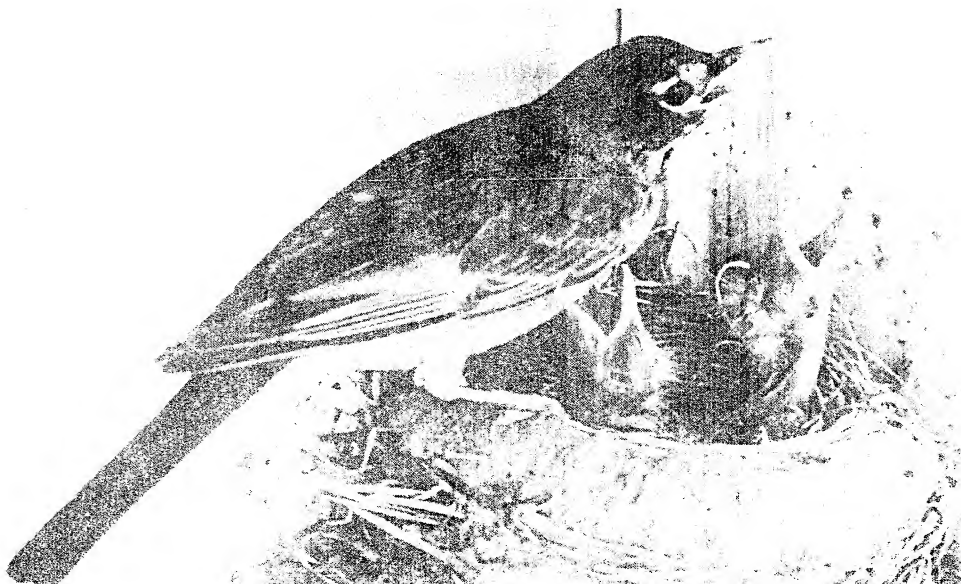
Ethel has turned down offers from commercial firms to make one of her specialties, decorative ornaments for macrame items. "If I accepted, I would have to work on a schedule. I did that

for 29 years. Now I'm my own boss so work when I want to, and I want to keep it that way."

The concentration required by her craft doesn't prevent Ethel from enjoying another favorite pastime: following the Chicago Cubs. A diehard fan, she seldom misses a televised game. Earlier this year she made her first trip to Wrigley Field for a contest between the Cubs and the Dodgers.

Ethel's post-retirement travel haven't been limited to the Midwest. While on a Caribbean cruise in 1978 she docked in San Salvador, El Salvador; Veracruz, Mexico and other locations for which she had prepared shipments during her career as an export packer in Shipping I. Her last day as a Sheaffer employee came on August 15, 1975.

The wife of the late Forrest Davis Ethel lives at 3502 Avenue I and has two daughters: Mrs. Beverly Pape John, Alexandria, Virginia; and Mrs. Annette Menke, Moline, Illinois.



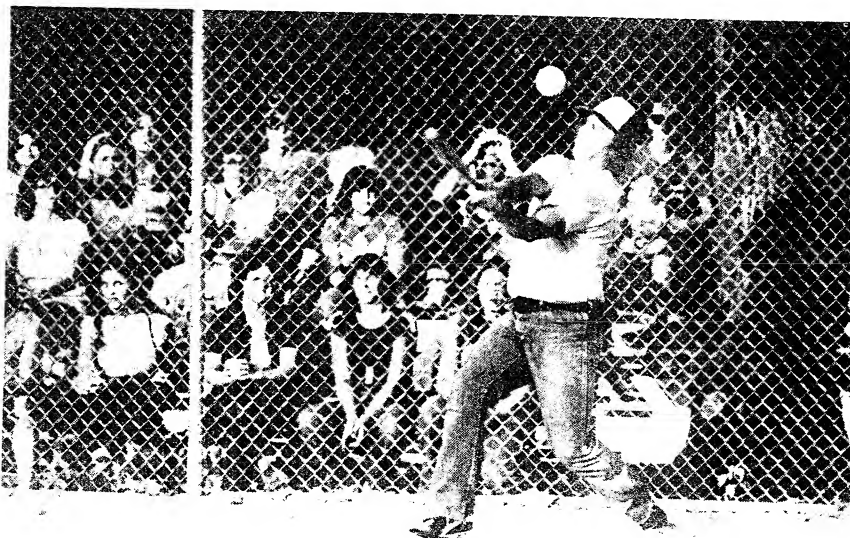
**A NEW ADDITION** here attracted the attention of many employees. Not a new plating line, not expanded office space -- it was a robin's nest -- complete with mother and babies. The nest was constructed above the mail plant's Avenue G entrance in mid June.

Dennis "Bo" Boedeker displayed fine form on the mound.

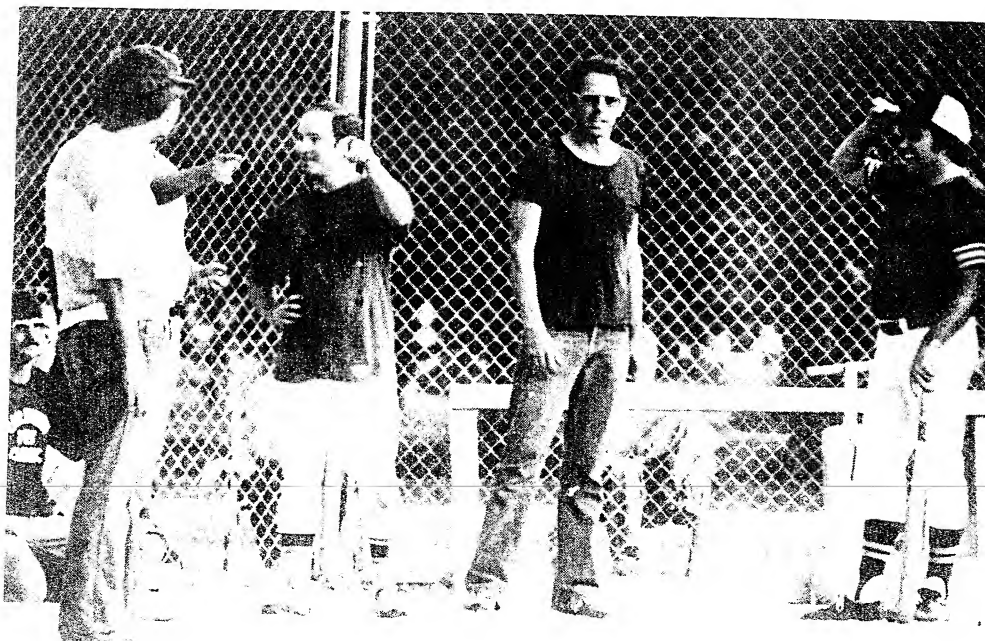


## SOFTBALL - SHEAFFER STYLE

All eyes were on Todd Kester as he fouled back a pitch.



Island Stewart eyed second base before making the turn at first.

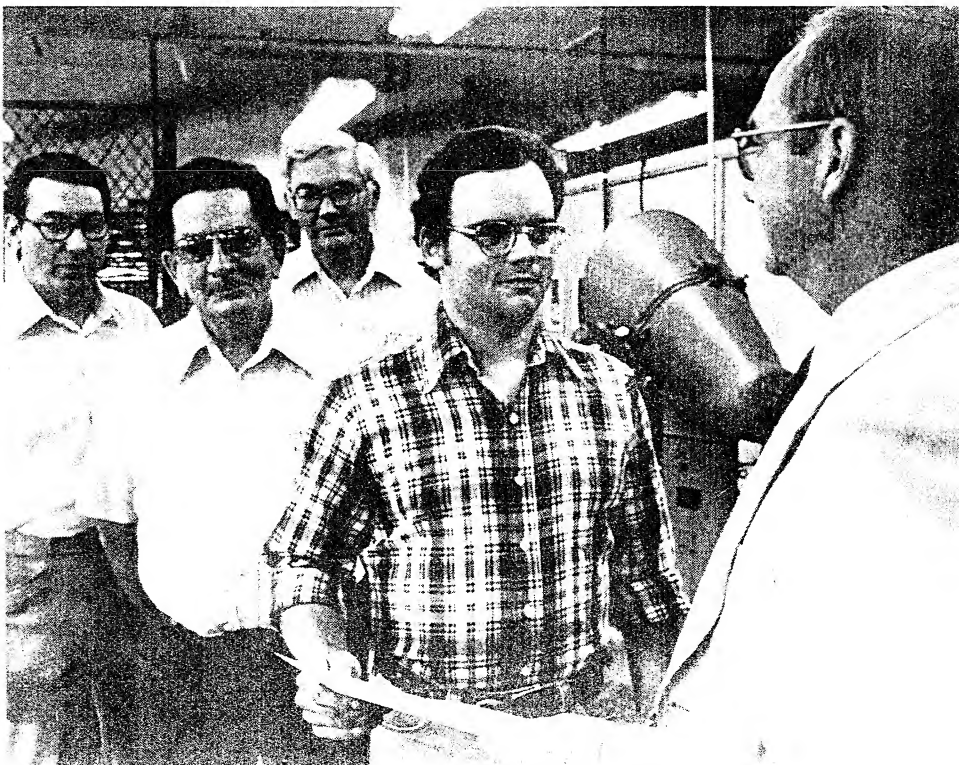


Sometimes things don't go the way you want them to go. Coach Jim Rogers (pointing, hand on waist) "discussed" matters-at-hand with the umpire after a disagreement on base-running rules.



**ROBERT SQUIRRELL**, (left) managing director of Squirrell and Cia, Santiago, Chile, was recently presented the 1980 President's Performance Award by Karl Dinnauer, international operations manager at Sheaffer Eaton divisional headquarters, Pittsfield, Mass. The award is given by Sheaffer Eaton President Ned Bishop in recognition of outstanding achievement by a Sheaffer distributor or licensee. Squirrell and Cia, associated with Sheaffer since 1970, conducts manufacturing, assembly and marketing operations in Chile.

**RETIRED EMPLOYEES** met here recently to discuss the formation of a retirees' organization. Among those attending were (from left) Esther Holmes, Joy Jannings, Ethel Davis, Marie Yoder and Stan Shepherd.



**DEAN RAMSEY** (center) was presented a certificate of completion by Engineering Manager Lew McAllister after becoming the sixth employee to complete the company's current 8,000-hour tool and die apprenticeship program. Pictured with Ramsey and McAllister are (from left) George Adams and Pete James, members of the joint tool and die apprenticeship committee, and Bernard Bengtson, tool room foreman. The certificate, issued by the U.S. Department of Labor's Bureau of Apprenticeship and Training, establishes Ramsey as a journeyman tool and die maker.

# Retirements and Anniversaries



**Bernie Staub**  
Screw Machine  
2 Years Service  
Retired June 30



**Ida Hastings**  
Quality Assurance  
35th Anniversary  
June 4

**Dorothy Thompso**  
Litho  
20 Years Service  
Retired July 7



**Harry McCannon**  
Tool and Die  
42 Years Service  
Retired July 7



**Harry Dusenberry**  
Skrip  
40th Anniversary  
June 3



**Doris Penrose**  
Quality Assurance  
18 Years Service  
Retired July 16

**Tom Vonderhaar**  
Screw Machine  
40th Anniversary  
July 23



**Betty Comstock**  
Shipping I  
35th Anniversary  
July 15

232 Years  
with  
Sheaffer Pen

# What is Alcoholics Anonymous?

Alcoholics Anonymous is a worldwide fellowship of men and women who help each other to stay sober. They offer the same help to anyone who has a drinking problem and wants to do something about it. Since they are all alcoholics themselves, they have a special understanding of each other. They know what the illness feels like — and they have learned how to recover from it in A.A.

A.A. members say that they *are* alcoholics today — even when they have not had a drink for many years. They do not say that they are “cured.” Once people have lost their ability to control their drinking, they can never again be sure of drinking safely — or, in other words, they can never become “former alcoholics” or ex-alcoholics.” But in A.A., they can become sober alcoholics, *recovered* alcoholics.

## How does A.A. help the alcoholic?

Through the example and friendship of the recovered alcoholics in A.A., new members are encouraged to stay away from a drink “one day at a time,” as the A.A.’s do. Instead of “swearing off forever” or worrying about whether they will be sober tomorrow, A.A.’s concentrate on not drinking right now — today.

By keeping alcohol out of their systems, newcomers take care of one part of their illness — their bodies have a chance to get well. But remember, there is another part. If they are going to *stay* sober, they need healthy minds and healthy emotions, too. So they begin to straighten out their confused thinking and unhappy feelings by following A.A.’s “Twelve Steps” to recovery. These Steps *suggest* ideas and actions that can guide alcoholics toward happy and useful lives.

To be in touch with other members and to learn about the recovery program, new members go to A.A. meetings regularly.

## What are A.A. meetings?

Alcoholics Anonymous is made up of about 33,000 local groups, in 92 countries. The people in each group get together, usually once or twice a week, to hold A.A. meetings, of two main types:

- (1) At “open meetings,” speakers tell how they drank, how they discovered A.A., and how its program has helped them. Members may bring relatives or friends, and anyone interested in A.A. is also welcome to attend “open meetings.”
- (2) “Closed meetings” are for alcoholics only. These are for discussions, and any members who want to may speak up to ask questions and to share their thoughts with fellow members. At “closed meetings,” A.A.’s can get help with personal problems in staying sober and in everyday living. Some other A.A.’s can explain how they have already handled the same problems — often by using one or more of the Twelve Steps.

## Who belongs to A.A.?

Like other illnesses, alcoholism strikes all sorts of people. So the men and women in A.A. are of all races and nationalities, all religions and no religion at all, young, old and all ages in between. They are rich and poor and just average.

A.A. does not keep a list of members, but groups do report how many people belong to each one. From these reports, total A.A. membership is estimated at over 1,000,000.

## Does an alcoholic have to go “all the way down” before A.A. can help?

A.A. was started in 1935 by a New York stockbroker and an Ohio surgeon who had both been “hopeless” drunks. At first, most A.A. members also had been seriously ill; their drinking had sent them to hospitals, institutions or jails. But more and more people began to hear about A.A., and soon many alcoholics found they did not have to let their illness do that much damage. They could *recover* in A.A. *before* their health had been totally wrecked, while they still had their jobs and their families.

## Who runs A.A.?

A.A. has no real government. Each group is free to work out its own customs and ways of holding meetings, as long as it does not hurt other groups or A.A. as a whole. The members elect a chairperson, a secretary, and other group officers. These officers do not give orders to anybody; mostly, their job is to see that the meetings run smoothly. In the average group new officers are elected twice a year.

## What does it cost to belong to A.A.?

Newcomers do not pay any fees for membership. And members do not pay dues.

But money *is* needed for some A.A. purposes: renting the meeting hall, buying coffee and other refreshments, buying A.A. books, pamphlets, and magazines. So a basket is usually passed around during the meeting, and members put in whatever they can afford or wish to give.

In return for the A.A. help that members give to other alcoholics these members are never paid. Their reward is something much better than money — it is their own health. A.A.’s have found that helping other alcoholics is the best way to stay sober themselves.

## What can families of alcoholics do?

A.A. is just for the alcoholics, but two other fellowships can help their relatives. One is Al-Anon Family Groups. The other is Alateen, for teenagers who have alcoholic parents.

## How you can find out more about A.A.?

Check the phone book. Most towns and cities have an A.A. listing. Or you may contact any of the Sheaffer Employee Assistance Program personnel listed on the bulletin boards. They can supply you with pamphlets and literature and tell you when and where area A.A., Al-Anon and Alateen groups meet.

Remember, if alcohol is causing problems for you or someone in your family, help *is* available.

Doris Krieger, Accounting, submitted this photo of her three grandkids: Brandy, 7, Bobby, 5, and Kerry Visser, 3.



Philip, 4, and Roxanne Kruse, 1½. Their grandmother, Elaine Wagner, works in Industrial Relations.



# Our Kids

Renee Sue Bowman, 3½, is the daughter of Pam Bowman, Shipping I, and the granddaughter of Dorothy Bowman, Product Development, retired.



Jason Quinn, 2½, and Holly, 1½, and Heidi Funkhouser, 9½, are the grandchildren of Harold Mehl, Customer Services. Holly and Heidi's dad, Joe Funkhouser, works as territorial manager for Retail/Wholesale Sales in Kansas City, Mo. (Harold claims the kids get their good looks from their grandpa. Harold also claims to be the inventor of the light bulb and the first man to walk on the moon.)

EMPLOYEES AND RETIREES: Why not let your kids and grandkids be in *Our Kids*? We'll accept professional photographs of any size. Don't forget to include the child's name and age, his or her relationship to you, and your name and department (and address if you are retired). All pictures will be promptly returned, and your photos to:

Sheaffer Pen  
Communications Department  
301 Avenue H  
Fort Madison, Iowa 52627



# PEOPLE

## Married

\*Chris Washburn, Plastic Fab, to Bill Yaley, June 14.

\*Herb O. Halferty, son of Herb E. Halferty, Buffing and Ora Halferty, Plastic Fab, to Jane Walker, June 21.

\*Laurie Ruberg, Buffing, to Rickey Bohnenkamp, June 14.

\*Renate Perkins, Litho, to Chuck Koenig, July 12.

\*Wilma Cloud, Pen Point, to Harold Krueger, July 12.

\*Penny Shinn, Litho, to Mike Kramer, July 3.

\*Penny Akers, Ballpoint, to LeRoy Hoenig Jr., July 12.

\*Sue Jeffries, Quality Assurance, to Dub Hennigar, June 7.

\*Donna Krauter, Buffing, to Doug Vogel, June 14.

\*Nancy Dunn, Art Department, to Ted Meierotto, July 12.

\*Barbara LaVeine, Molding, to Bob Foster, July 26.

\*Sharon DeWitt, daughter of Wayne DeWitt, Industrial Engineering, to Kurt Kress, son of Bill Kress, Tool and Die, July 19.

## Births

\*A boy, Nicholas Wayne, to Roger and Pam Reuther, Plastic Fab, June 15. Maternal grandmother is Jeanette Lit-

tle, Litho.

\*A boy, Shawn Michael, to Alan and Deb Gorham, Plastic Fab, June 13.

\*A boy, Christopher Von, to Leonard and Patricia Stewart, May 22. Paternal grandmother is Aida McCoy, NoNonsense.

\*A boy, Travis Lee, to Duane and Paula Meierotto, May 19. Maternal grandmother is Anna Korschgen, Housekeeping; paternal grandmother is Martha Meierotto, Plastic Fab, retired.

\*A girl, Jennifer Ann, to Kenneth and Patricia Wilson, Plastic Fab, June 7.

\*A boy, Travis Lee, to Rex and Diana Worrell, Plastic Fab, June 11. Maternal grandmother is Jean Hawkins, Plastic Fab.

\*A girl, Amber Lynn, to Debbie and George Hendricks, Buffing, July 22.

\*A boy, Jeremy, to Dennis and Anna Juffer, Packaging, July 21.

## Congratulations

\*To Bill and Betty Anderson, Shipping I, on their 25th wedding anniversary, July 3.

\*To Ronald (Doc) and Joanie Hogan, NoNonsense, on their 25th wedding anniversary, June 25.

\*To Marietta and Virgil Mosher, Maintenance, on their 40th wedding

anniversary, July 6.

\*To Fern and Bud Huffaker, Tool and Die, retired, on their 50th wedding anniversary, July 3.

## Condolences

\*To Rollie Fichtenkort, Molding, on the death of his mother.

\*To Connie Reuther, Service, on the death of her husband.

\*To the family of Walter (Boots) Rippenkroeger, Buffing.

\*To Bertilla Becker, Plastic Fab, on the death of her father.

\*To Tony Laila, Tool and Die, on the death of his sister.

\*To Ruby Dawson, Plastic Fab, retired, on the death of her mother, who was also the grandmother of Linda Swenson, Plating.

\*To the family of Graham Orr, Sales, retired.

\*To Terry Kirschner, Packaging, on the death of her mother.

\*To Connie DeLong, Metal Fab, on the death of her mother.

\*To Rita O'Brien, Tool and Die, on the death of her husband.

\*To Jack Finley, Traffic, on the death of his mother, Marie Cross, Plastic Fab, retired.

\*To the family of Wayne Hughes, Quality Assurance, retired.



**ROSEMARY HOLTKAMP**, an employee of Sheaffer's NoNonsense department, recently competed as a contestant for the title of 1980 Lee County Fair Queen. The event is staged each year in Donnellson.

OCTOBER 1980

## DIES IN SAN ANTONIO, GREAT INSTITUTIONS; THE GREAT LABOR CHIEF



### WELLS WOULD BAN BRINDELL IMPERS 100 MILES FROM CITY

... Proposes a Gro-  
... Limit on Labor  
... Leader After Release

... WANTS OUT OF UNIONS

... Will Lower ...  
... Prime ...  
... Restriction on Freedom

# NEW YORK Times

Ralston Urges Democrats to Get Together  
Asserts Party Will Live Despite Loss

## CANADIAN COURT INVESTIGATOR OFF ALL'S COME

### STION ... TO KE ... URGED ...

### NATION'S DRY'S SEEK TO COMPEL FEDERAL INQUIRY IN JERSEY

COMMITTEE DENIES ALL

### DE FORD TO AID CITY MILLS URG IN TRANSIT INQUIRY AT VICTO

... Will Assist Edmund ...  
... Representing ...  
... Transportation Board ...

... SESSION TOMORROW ...  
... Given as to ...  
... Hylan to Start ...  
... Work on Heights ...



**ON THE COVER** - The newest addition to the Sheaffer writing instrument line is not *totally* new - it's closely patterned after a fountain pen sold by the company during the twenties and thirties. The Nostalgia, offered internationally since August, is available in two intricately engraved finishes: the sterling silver model 800, and the 801, which features vermeil (sterling silver with 23K gold electroplate). Both models feature a 14K gold nib. Scheduled for domestic introduction in January 1981, the 800 and 801 will sell at suggested retail prices of \$250.00 and \$295.00, respectively.

## Join the "Y" the Easy Way

How many hours a week do you spend at home in front of the television? Too many? Why not spend a few of those hours getting in shape at the YMCA? Sheaffer's payroll deduction plan makes it easy for you and your family to become "Y" members.

All you have to do is pick up a "Y" payroll deduction form from your department clerk, fill it out, and send it to the Payroll Department. There's no need to worry about making payments since they are automatically deducted from your check. The amount of the deduction is calculated by dividing the cost of the membership you choose by the number of paychecks you receive per year.

Joining the "Y" is even easier if you pledged \$50.00 or more to the Fort Madison's 1981 United Way Campaign. This allows you to apply an amount equal to 25% of your pledge towards the purchase of any "Y" membership.

With so many activities offered,

there isn't a better place in the area than the "Y" to take off pounds or tone up muscles. You can swim in an Olympic-size pool, play basketball or volleyball, work out with weights or gymnastic equipment, take a sauna, shoot pool or play pinball, and clean up afterwards in well-kept locker rooms.

During the fall and winter months, the "Y" is open Monday thru Friday from 6:30 a.m. - 10:00 p.m.; from 9:30 a.m. - 5:00 p.m. on Saturday; and 1:00 p.m. - 5:00 p.m. on Sunday.

### Annual YMCA Membership Costs

Youth (Grades 1-8)	\$30.00
Youth (Grades 9-12)	\$38.00
Young Adults (Age 18-22)	\$50.00
College Students	\$42.00
Adults (Age 23 & over)	\$75.00
Senior Citizens (Age 60 & over)	\$30.00
Senior Citizen Couple	\$50.00
Family	\$125.00
1 Parent Family	\$95.00

### Our Apologies...

...to Arlen Dau, Industrial Engineering, and Doriaine Ott, Pen Point, whose names were mistakenly omitted from a photo caption appearing in the last issue of *FACE TO FACE*. The caption identified employees who had completed basic life support classes in cardiopulmonary resuscitation (CPR).



**TEXTRON MERIT SCHOLARSHIPS** have been awarded to the sons of two Sheaffer Eaton employees. Division President Ned Bishop (center) presented scholarship certificates to Mark Roberson, (second from left) who has enrolled at Harvard University, and Roger Michel, Jr., a first-semester student at Columbia Univer-

sity. Standing beside them are their fathers, David Roberson, of division headquarters at Pittsfield, Mass., and Roger Michel, from Camp Manufacturing, Baltimore, Md. The four-year scholarships were awarded following a nationwide competition among high school students.

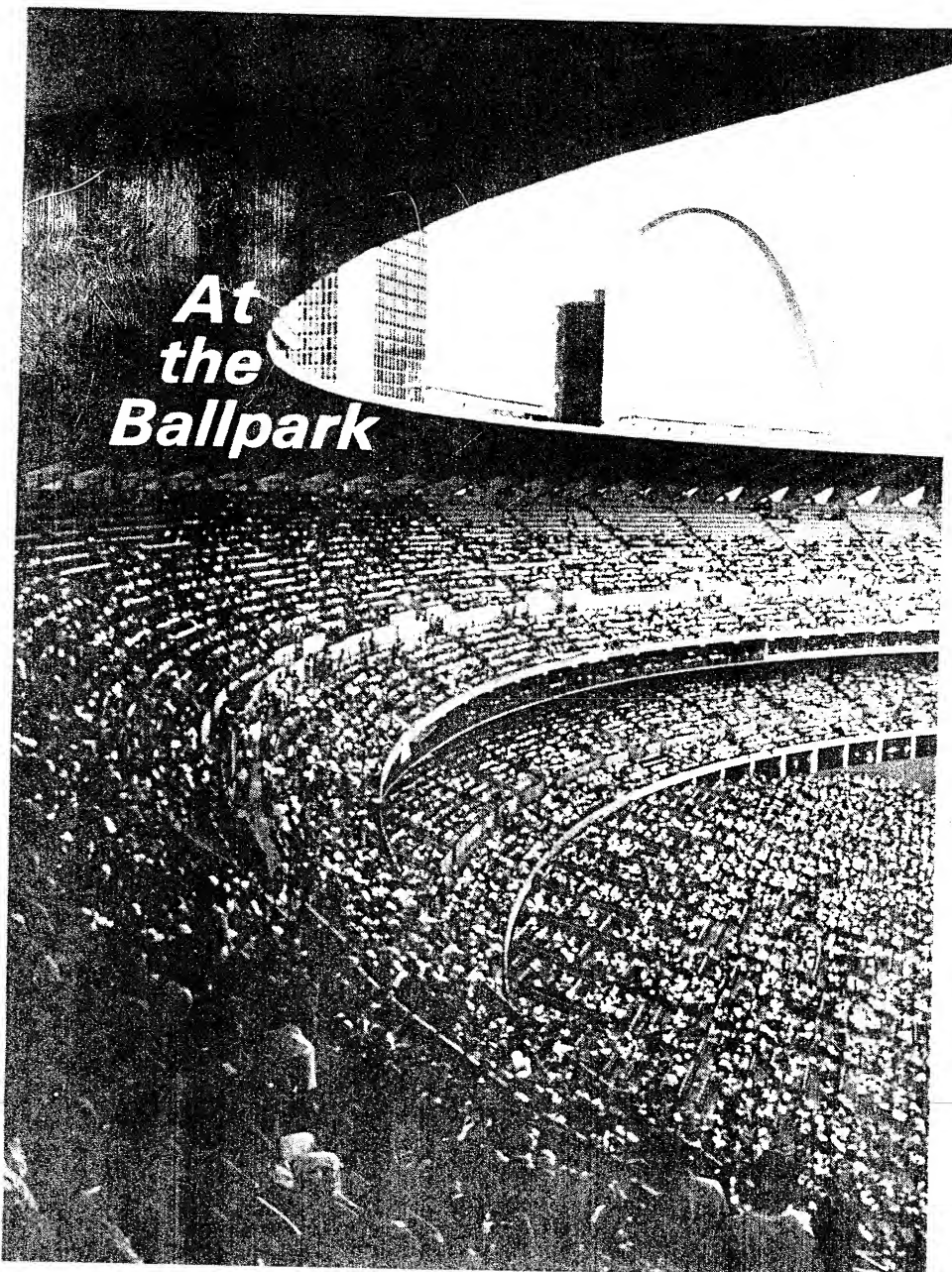
### FACE TO FACE

Dan Temborius/Editor

*FACE TO FACE* is published at frequent intervals to inform Sheaffer Pen employees, retirees and their families of news and developments which relate to our company. Comments and news items are welcomed and should be sent to:

Sheaffer Pen  
Communications Department  
301 Avenue H  
Fort Madison, Iowa 52627

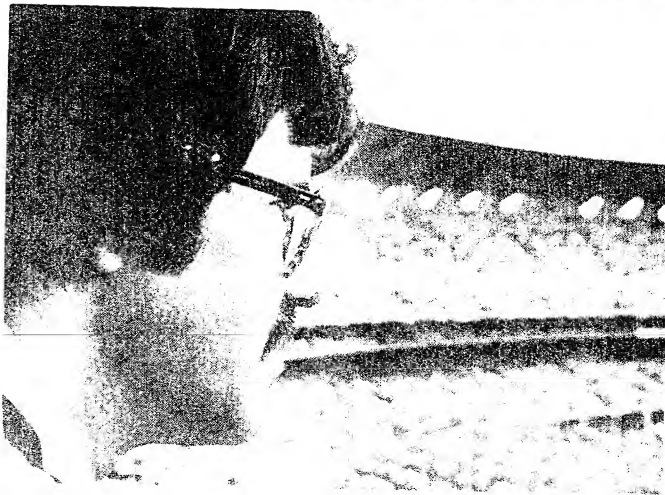
# At the Ballpark



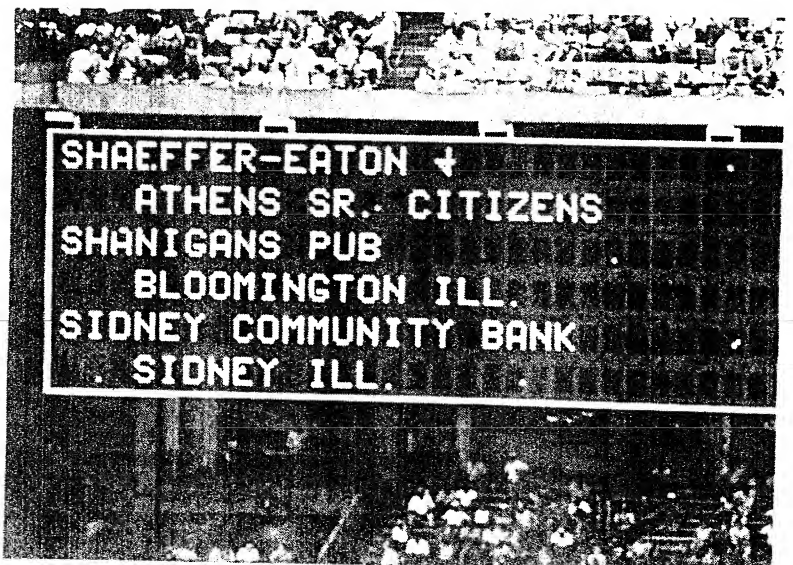
Billy Williams, former Cub outfielder now serving as coach, talked with Cardinal announcer Jack Buck before the game.



Cardinal mascot Fredbird the Redbird kept the crowd smiling.



Craig McClellan was one of forty Sheaffer employees and family members who traveled to Busch Stadium in St. Louis on August 16 to see the Chicago Cubs hand the Cardinals a 9-3 defeat.



Many people seem to have trouble spelling "Sheaffer." The stadium sign operator was no exception.

# Record Number at Retiree Day

Sheaffer Pen's annual Retiree Day, held August 22, was attended by over 350 people - the largest crowd on hand since the event began in 1954.

As in past years, the day began with the retirees meeting at the main plant. Plant tours offered a chance to chat with former co-workers and see additions and expansions to various departments. After listening to welcoming words from Vice President Dick Canella and Industrial Relations Manager Ray Rutter, the retirees viewed a slide-tape presentation now shown to new employees as part of the orientation process. Entitled "We Are Sheaffer Eaton," the presentation was developed by local employees with assistance from media specialists in Davenport, Iowa.

A six o'clock dinner hosted by Sheaffer staff members at

the Holiday Inn capped off the day's activities. Speakers included Canella, who discussed the company's current status and prospects for the future, and retiring Manufacturing Manager Bud Covington. According to Covington, 19 retirees representing 5,863 years of Sheaffer service were in attendance at the dinner. He also noted that their average term of employment totaled 29.9 years.

Door prize drawings resulted in 58 lucky winners, whose musical entertainment was provided by retiree Tiny Biggs on the organ and Ray Rutter's nineteen-piece "big band."

Jim Perry, a retired electrician, traveled the farthest distance to be present at Retiree Day. Perry lives in Portales, New Mexico.



May Swain and John Foster checked the selection before choosing a prize after their names were drawn as door prize winners.



Marshall Wilkerson (left) got a kick out of seeing Harry McCann again.

Ray Rutter's "big band" provided after-dinner entertainment for the retirees and their guests. Besides Rutter on trumpet, (back row, second from left) the band included two other Sheaffer employees: Dean Toops on saxophone (front row, second from left) and Doug Duncan on bass (second from right).





Officers of the "White Dot Seniors," a newly formed organization for Sheaffer retirees, were announced at the dinner. They are (clockwise from top left) Tiny Biggs, program chairman; Harry Wallis, president; Stan Shepherd, vice president; Joy Jannings, treasurer and Marie Yoder, publicity chairman. Not pictured is Ethel Davis, secretary.



Retired salesman Paul Hartley and his wife, Ruth, traveled from Des Moines to attend Retiree Day.



Before heading for home, (from left) Helen Lenhart, Mary Dean Lepp, Catherine Flynn and Helen Holterhaus took time to chat.

United Way...

# Where Do Your Dollars Go?

If you are among the many Sheaffer employees who generously donate to the Fort Madison Area United Way, you're probably interested in knowing how your contributions are spent.

Most of the money (over 90%) stays right in the Fort Madison community to support the following agencies:

**American Red Cross - North Lee County Chapter** - The Red Cross provides services to military families and veterans, water safety programs, disaster relief and nurses' aid. It also offers first aid and cardiopulmonary resuscitation (CPR) training programs to industries, organizations and the general public. The Red Cross supplied relief to four area families who suffered losses due to fire in the past year.

During this year's flooding in Fort Madison and storm damage at Houghton, the national Red Cross provided manpower, supplies and aid. A portion of local United Way funds allotted to the Red Cross goes to the national organization which then returns it in the form of equipment, supplies, films, training and direct help during emergencies. The blood program administered by the Galesburg Regional Blood Center supplies equipment and some of the professional nursing needed.

**Cerebral Palsy - Neurological Center** - The CPNC runs a clinic in Burlington which gives free treatment to cerebral palsy patients from Lee and Des Moines counties. The clinic provides specialized therapeutic counseling services to about 100 children and their families.

**Child Health Fund - Public and Parochial Schools** - These funds are used by the school systems to provide dental, eye and medical care for students. Services in the public schools include eye exams, glasses and dental work for underprivileged children.

In parochial schools, the Fund provides part-time nurses for eye and ear exams twice annually and health screening at the beginning of each school year. The nurses also test and screen young children to certify them as being physically and mentally ready for kindergarten.

**Christmas Party - North Lee County Home** - Some United Way funds purchase gifts and party supplies for a Christmas party for residents of the Lee County Home. Volunteer Jayceettes host the party to remind senior citizens that they are not forgotten.

**Camp Fire Girls - Greater Fort Madison Council** - This program trains children from ages 7-17 to work, learn and play together and to become healthy, active citizens. Funds maintain a summer camp and carry out a year-round program. Camp Fire, which involves about 125 volunteer workers, serves nearly 250 area youngsters.

**Iowa Children's and Family Services - IC & FS** is a non-governmental statewide social service agency headed by a board of directors of 50 volunteer business and civic leaders from across Iowa. It provides marital and family counseling, including problem-pregnancy and family education pro-

grams, and intensive work with young people who neither behave nor achieve on a level acceptable to society.

**Iowa Society for Prevention of Blindness** - Volunteers from the local branch of this agency conduct programs aimed at early detection of eye problems through pre-school vision screening; education of the public and professionals in eye health; and promotion of eye safety at home, in school and at work and play.

**Kings' Daughters and Sons** - The most important function of the Kings' Daughters and Sons is their support of the organization's Visiting Nurse Program, made available free of charge to underprivileged families. Others may pay a small fee.

**Lee County Activity Center** - The Activity Center, largely self-supporting, emphasizes work experiences and related services to assist the handicapped in progressing toward productive employment. Work is subcontracted in local industries and performed at the Center. The handicapped are then paid according to their productivity. United Way funds pay a portion of staff salaries.

**Boy Scouts of America - Southeast Iowa Chapter** - Over 1,000 boys in Southeast Iowa receive citizenship, character development and physical fitness training through their participation in the Boy Scouts. Scouting is a year-round program that includes summer camp at Camp Eastman. Dollars from United Way chapters throughout Southeast Iowa support area Boy Scouts.

**The Salvation Army** - The Salvation Army operates a day care center, 4 adult rehabilitation centers, 28 community centers and 13 emergency feeding canteens in the Central Illinois - Eastern Iowa region. Additionally, 468 Service Unit Committees in the region render immediate assistance and relief work when emergencies arise.

A portion of Salvation Army funds are dispersed locally for urgent needs such as clothing and food.

**YMCA** - The YMCA provides recreational, athletic, informal education, guidance and counseling, and social programs for all residents of Fort Madison and surrounding communities. Free "Y" memberships are available to needy children. The aim of the "Y" has always been to find programs that serve community needs. (For information on how your United Way contributions can enable you to join the YMCA at a discount, see the article about the "Y" in this issue of *FACE TO FACE*.)

**Fort Madison Catholic Worker House** - This agency offers hospitality, shelter, food, clothing, transportation and household articles to transients and other people in need.

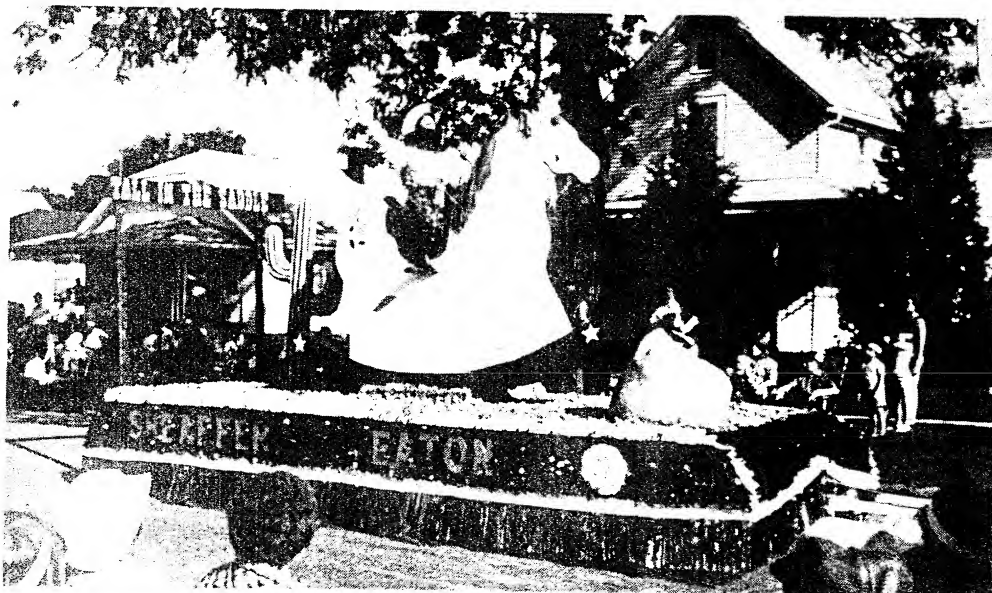
**Southeast Iowa Homemaker Aide Service** - SIHAS provides homemaker and health aids in homes where a handicap, chronic illness, or physical or mental disability threatens normal family living patterns. Fees are based on ability to pay.

**Meals-on-Wheels** - Meals-on-Wheels volunteers deliver meals to sick or elderly people who cannot prepare their own meals.

**A MAJOR EXPANSION** at Sheaffer Eaton's United Kingdom and Atlantic subsidiaries in Hemel Hempstead, England, has increased production area and combined the administrative offices of the two operations under one roof. Pictured at the construction site are (from left) Allen Hockley, U. K. plant controller; Division President Ned Bishop, Pittsfield, Mass.; Steve Roberts, U. K. marketing manager; Terance Frost, Atlantic managing director; John von Speyr, Atlantic sales/marketing manager; Jim Thomas, vice president international operations, Pittsfield; Terry Stewart, U. K. managing director and Ray Bailey, U. K. manufacturing manager.



**A HIGHLIGHT** of Fort Madison's 1980 Rodeo Parade was the Sheaffer float, which featured a rocking hobby horse complete with wagging tail and a mechanical cowboy that waved to the crowd. Most of the work involved in building the float was done by Peggy Pohipeter, Jerry Boyer, Craig McClellan, Del White and Don Lutenecker.



**1980 CHAMPIONS** in the Sheaffer Golf League were (from left) teammates Ron Smith, Doug Gebelein, Jerry Ford and John Chapman.







Jennifer Marie Lancaster, 1½. Her great grandmother, Zelma Lancaster, is a retiree of the Molding Department.



Sixteen-month-old Catherine Melissa Ward is the daughter of Clifford Ward, Molding and Barbara Ward, Skrip.

That's Justin Phillip Kirchner, age 8, under the cowboy hat. His mom, Martha Palermini, is an Office Services employee while his grandma, Ruth Kirchner, works in Pen Point.



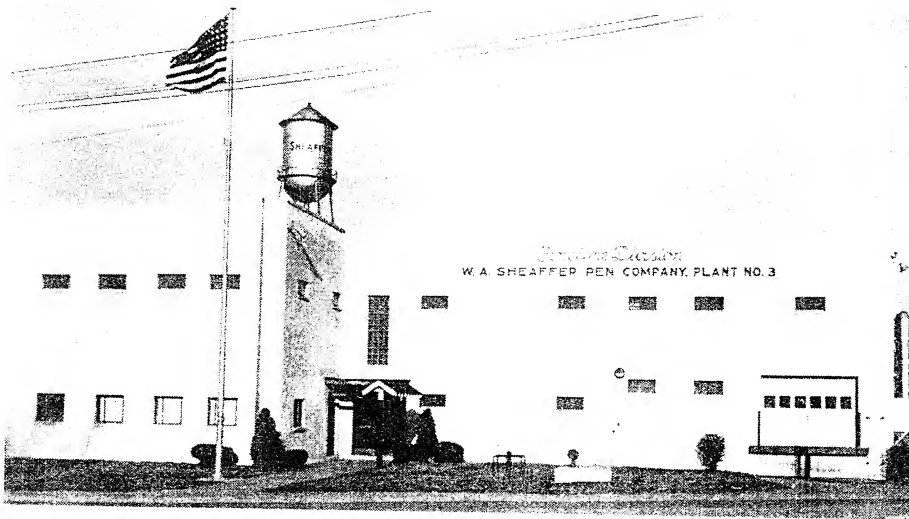
# Our Kids

**EMPLOYEES AND RETIREES:** We need more pictures of your kids and grandkids. We'll accept *professional* photographs of any size. Don't forget to include the child's name and age, his or her relationship to you, and your name and department (and address if you are retired). All pictures will be promptly returned. Send your photos to:

Sheffer Pen  
Communications Department  
301 Avenue H  
Fort Madison, Iowa 52627



Darilyne Mitchell, Packaging, sent in these pictures of her three grandkids: Jamey, 9, and Kris Martin, 8; and Jill Lundgren, 2.



Plant 3 in Mount Pleasant was headquarters for Sheaffer's "Fineline Division" from 1946-1959.



Former Plant 3 Manager Charlie Sowers spoke on the history of the Mount Pleasant operation.

## Plant 3 Employees Hold Reunion in Mount Pleasant

The January 1950 issue of the old *Sheaffer's Review* featured a story entitled, "Modern Mount Pleasant Plant is Sheaffer's Showpiece." Ninety-eight of the men and women who worked at the "Showpiece," better known as Plant 3, got together for a reunion in Mount Pleasant on July 11. For many, it was the first opportunity to visit with former co-workers since the operation closed in August 1959.

Plant 3 served as headquarters for Sheaffer's "Fineline Division" of popular-priced products. According to Charlie Sowers, ex-plant manager and featured speaker at the reunion, the facility wasn't always a showpiece. Sowers recalled that when Sheaffer took over the building in December 1945, it was "a dilapidated old canning factory full of soybeans."

Plant 3 opened in June 1946, but it wasn't just another factory. It was a new factory with new machinery manned by a new workforce making a new product - the Stratowriter - Sheaffer's first ballpoint. (Other ballpoints were available before the introduction of the Stratowriter, but they were little more than unreliable gadgets.\*) The 200 employees of Plant 3 also produced "Fineline" fountain pens and ballpoint and cartridge refills.

Five years after it closed, all Plant 3 facilities were donated to Iowa Wesleyan College.

Pictures from the forties and fifties caught the eyes of many former employees attending the reunion, but most spent their time reminiscing about the "old days" and discussing what had happened in their lives since the last time they saw each other. After all, that's what reunions are for.

\*For the first time, the first ballpoint to be sold in any real quantity was produced in the 1930's by a Hungarian journalist named László Jozsef.



This photo of Esther Procter, (left) Waunita Hobbie and Myrtle Robertson was taken in 1956...



...24 years later, they're still smiling!



Seven employees who started their careers with Sheaffer at Plant 3 and later transferred to Fort Madison were at the reunion: (from left) Jim Bailey, Lillian Monson, John Manshaim, Karolena Orr, Lucille Gill, Ted Houston and Irwin Munger.

# Retirements and Anniversaries

Peryl Kress  
Customer Service  
41 Years Service  
Retired September 30



Doug Duncan  
Customer Service  
40th Anniversary  
September 30



Marjorie Daugherty  
Pen Point  
30th Anniversary  
August 29



Sally Stowe  
Quality Assurance  
30th Anniversary  
August 14



Ursal Horn  
Molding  
35th Anniversary  
August 17

Selma Huebner  
Pen Point  
35th Anniversary  
October 2



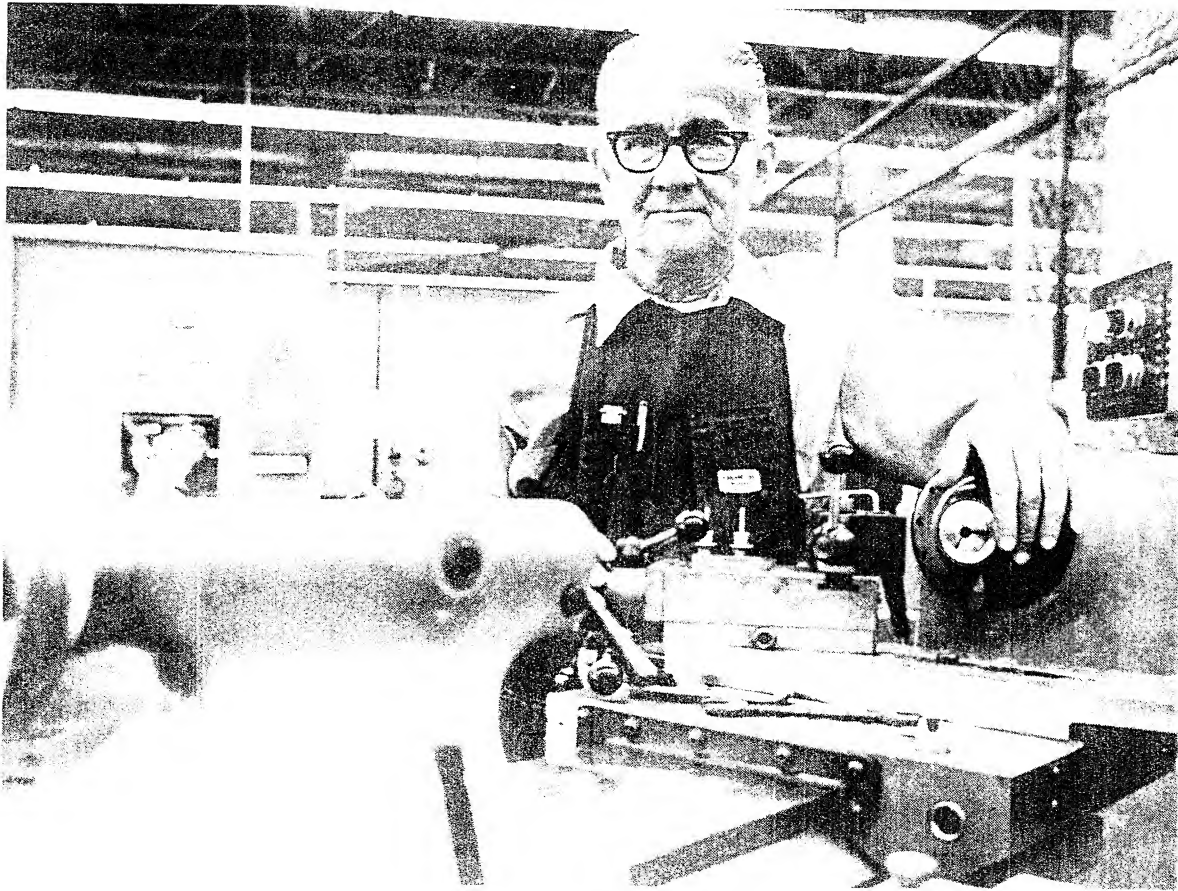
Jean Coppage  
Pen Point  
30th Anniversary  
September 28



Vernadine Burris  
Shipping I  
30th Anniversary  
September 13



Dorothy Pezley  
Packaging  
18 Years Service  
Retired September 2



Maxine Stephan  
Pen Point  
6 Years Service  
Retired September 5

341 Years  
with  
Sheaffer Pen

Jack Richmond  
Tool and Die  
48 Years Service  
Retired September 30

# PEOPLE

## Married

- \* **Diana Schwartz**, Plastic Fab, to Randy Underwood, August 2.
- \* **Darlene Swanson**, Customer Service, to John Hartley, August 16.
- \* **Teresa White**, daughter of **Pat White**, Shipping I, to Jeffery Rakers, August 16.
- \* **Mary Ann Sallen**, Plastic Fab, to Richard Moeller, August 30.
- \* **Bridget Cline**, Plating, to Arthur Prado, August 23.
- \* **Peggy Dohman**, Metal Fab, to Warren Rickelman, September 6.

\* **Carol Shipman**, Pen Point, to Jerry Brown, September 13.

\* **Ann Leafgreen**, Shipping I, to **Pete James**, Tool and Die, September 20.

## Births

\* A girl, **Melodie Joy**, to Phyllis and **Don Brummitt**, Plating, July 30.

\* A girl, **Michelle**, to Betsy and **Greg LaValle**, Molding, August 6. Maternal grandmother is **Jean Orr**, Customer Service.

\* A boy, **Shane Lee**, to Jerry and **Pat Hemmie**, Pen Point, September 19.

## Congratulations

\* To **Chester and Phyllis Vradenburg**, Safety and Security, on their

25th wedding anniversary, August 28.

\* To **Marie and Joe Cullen**, Tool and Die, retired, on their 40th wedding anniversary, August 30.

\* To **Aleda Mae and Wilbert Ort**, Molding, retired, on their 40th wedding anniversary, September 15.

\* To **Georgia and Fred Hetzer**, Plastic Fab, retired, on their 50th wedding anniversary, September 20.

## Condolences

\* To the family of **Mildred Fine**, Skrip, retired, on her death.

\* To the family of **Robert Beckert**, Molding, retired, on his death.



**Burton S. Massie**

1916-1980

Members of the Sheaffer Eaton family were saddened by the recent death of Burton S. Massie. Mr. Massie, head of Sheaffer Eaton during its initial years as a Textron division, died Sunday, September 14, after suffering a heart attack the previous evening at his home in Warwick, Rhode Island.

Mr. Massie was born July 4, 1916, at Ironton, Ohio. He was a graduate of Ohio University at Athens, receiving an undergraduate degree in education and a master's degree in business administration.

After serving as a pilot and pilot instructor in the Army Air Corps during World War II, Mr. Massie and a partner entered the appliance business in Athens. Four years later he went to work for McBee Company, an accounting systems firm. It was acquired in 1954 by Royal Typewriter, which, in turn, was acquired by Litton Industries in 1960. By 1966, he had risen to the position of president of Royal's office typewriter division.

Mr. Massie joined Textron in 1969 as president of the corporation's Fanner Division in Cleveland. 1973 saw Massie become president of the Eaton Paper Company in Pittsfield, Massachusetts. When Eaton merged with Sheaffer Pen on March 1, 1976, he was named to head the new Sheaffer Eaton Division of Textron Inc. as chairman, the position he held until he was elected in June 1979, to join Textron corporate headquarters in Providence, Rhode Island, as a group vice president.

"Burt Massie's experience both at the corporate and divisional levels made him uniquely qualified to be a group officer," said Textron President Beverly F. Dolan. "His pragmatism and good sense of humor were valued in many difficult business situations and will be sorely missed."

Mr. Massie is survived by his wife, Marjorie, and a daughter, Brenda.

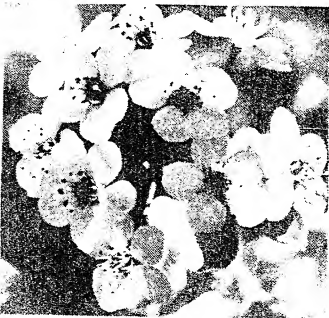
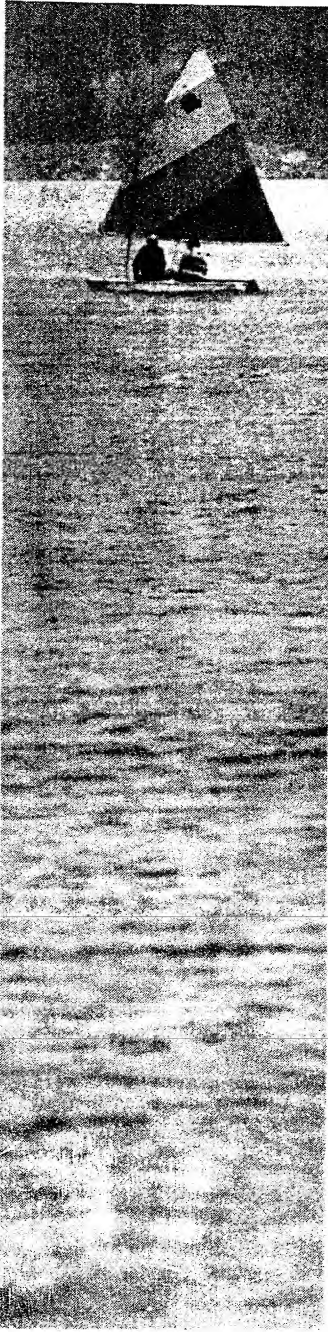
Due in large part to his dedication and guidance, Sheaffer Eaton is recognized today as a major concern in the field of written communication. For that, Burt Massie deserves the respect and thanks of all Sheaffer Eaton employees.

# Face to Face

April 1981

SHEAFFER EATON **TEXTRON**

Sheaffer Eaton Division of Textron Inc.



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**ON THE COVER** - Spring scenes, photographed by Dan Temborius.

**FACE TO FACE** is a newsletter for Sheaffer Pen employees, retirees, and their families. It is published at the Sheaffer Pen operation of Sheaffer Eaton Textron, 301 Avenue H, Ft. Madison, Ia. 52627; Dan Temborius, editor.

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## He wants to shake some hands

If you have any doubts about whether our customers really recognize the quality of Sheaffer products, read the following letter which was sent to Manufacturing.

*Gentlemen:*

*Just a note to thank you for staying in the pen business all these years. I'm*

*fifty years old and still prefer ink (fountain) pens.*

*I have a green pen of yours that date back to around 1946-48. It still writes as well as the new Targa I received for Christmas last year. In fact, I'm writing this with the "old" pen. I never thought you people could surpass it for looks or comfort. Ah, well, I've been wrong before! Both are fine tools, even if I am left-handed. I wish I were at the plant to shake the hands of those responsible.*

*My heartfelt thanks for a great pen!*

*Sincerely,  
Jerie T. Mead  
Tucson, Arizona*

Karl Dinnauer, international operations manager at Pittsfield, reports of another instance illustrating a customer's appreciation of his Sheaffer pen:

When Nagib Elias moved from Lebanon to Trinidad in 1940, he embarked on a career in business as a

door-to-door salesman, selling cloth and leather for the shoemaking/repair trade. His writing ability was somewhat limited, but his wife believed that a Sheaffer pen would be ideal for use in his work. Today, Elias ranks among Trinidad's wealthiest businessmen. He actually attributes some of his success to owning the pen and under no circumstances will he part with it.

After years of daily use, the pen finally required repairs. When told that the pen could not be fixed due to unavailability of parts, Elias responded by indicating he would do anything to get it in working order again, even if he had to pay to have a machine built to make the required parts.

The pen was repaired, and Mr. Elias is still writing with it.

## Sheaffer finishes second in ISP tourney

They didn't quite win it all, but the Sheaffer Eaton team did manage to grab a second place trophy in the first annual Iowa State Penitentiary basketball tournament.

In the semifinals, held February 28, the team went into triple overtime to defeat the ISP inmates 62-58. The championship held the following day was another close contest. After the buzzer signaled the end of double overtime, Sheaffer had lost by a 63-60 margin to the Donnellson Merchants.

J.I. Case defeated ISP in the consolation match.

The Sheaffer-sponsored club included employees Steve Weaver, Rich Rump and Rick Freis, and Herb Pauley, Joe Carr, Danny Stout, Jeff Cullen and Ron Cullen.

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**TERENCE STEWART** (standing) speaks during ceremonies held to officially open the recently completed building extension at Sheaffer's subsidiary in Hemel Hempstead, England. Stewart serves as managing director of the United Kingdom operation. Pictured with him on the rostrum are (from left) the Rev. D. Strickland, Councillor A.D. Toms, chairman of the Dacorum District Council; Sheaffer Eaton President Ned Bishop and Terance Frost, vice president of the company's Atlantic Area. Expansion of the Hemel Hempstead facility was necessary to meet increased growth. The project was supervised by Gerry Sanderson, U.K. plant engineer.



Customers agree...

## Employee Store expansion a popular success

Display space increased 300%

**"T**his is nice." More than a few customers were heard saying that when the Employee Store reopened on March 6 after a twenty-four day shutdown for expansion and remodeling.

Industrial Engineer Jim Rogers developed the floor plan for the expansion. He explained that, by knocking out a wall and expanding into an area formerly occupied by maintenance and housekeeping supplies, the project resulted in 65% more total space and an increase of 300% in display space. This enabled the number of glass showcases used to display higher-priced products to be doubled from four to eight.

An added benefit of the expansion was the construction of an enclosed storage area in the north-east corner of the store. Products which had been kept in full view of customers are now tucked away out of sight, improving the store's overall appearance. Additional shelving units were also added to make more paper products available on a self-serve basis.

To celebrate its grand opening on March 23-24, the store conducted a special sale and "Grand Opening Give-Away" of prizes worth nearly \$350.

The winning employees were: Evelyn Tucker, Molding - Sheaffer Targa Laque fountain pen; Kenneth Tull, Product Development - set of four Gorham Rockwell collector plates; Sharon Hines, Plastic Fab and Jeff Anderson, Screw Machine - Gorham musical birds; Joan Snyder, Plastic Fab - Eaton "Roses Forever" address book; and Letha St. Clair, Pen Point - Speidel 24-inch silver chain.

The Employee Store serves all Sheaffer employees, retirees and their immediate families. Products available at discounts of up to 50% off list prices include: Sheaffer writing instruments and accessories, Eaton paper products, Camp and Duo-Tang supplies for home and school, Gorham gift items,



*Osa Hasper helps customers with their gift-buying needs in the Employee Store.*

Speidel jewelry, Bostitch staple products and Talon sewing notions.

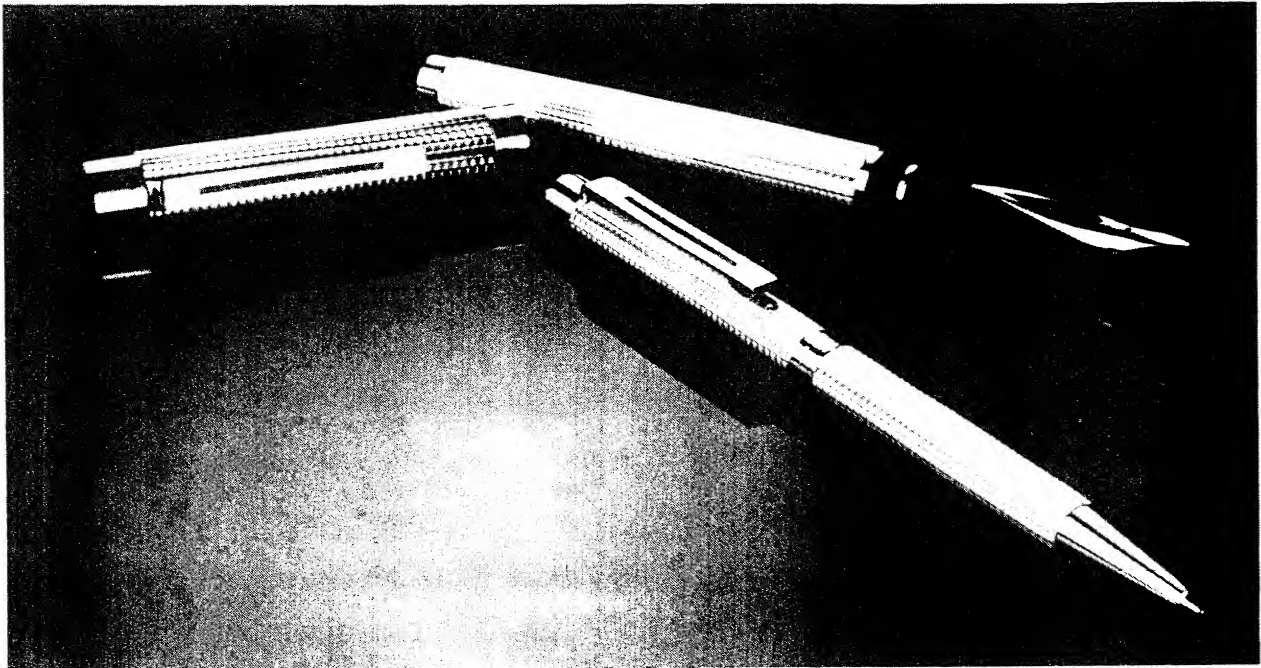
The store is open on Mondays and Wednesdays from 6:30 a.m. - 8:00 a.m.

and 9:00 a.m. - 1:30 p.m.; and on Tuesdays, Thursdays and Fridays from 8:00 a.m. - 1:00 p.m. and 1:30 p.m. - 4:00 p.m.



*One view of the expanded Employee Store. At left is Maxine Lefler.*





## New top of line is real 'Masterpiece'

The most elegant and expensive pen and ballpoint in Sheaffer history have been introduced by the company.

Known as Masterpiece, the instruments feature a deep-cut basketweave pattern which is handcrafted in 18K gold by one of the top goldsmiths in Paris.

Each instrument bears the French government Eagle's Head seal to certify quality and gold content, the master goldsmith's seal and the Sheaffer White Dot trademark.

The fountain pen has an 18K gold inlaid nib and retails for \$3,500.00. The ballpoint, with its 18K gold clip, retails for \$2,500.00.

Unquestionably the top of the Sheaffer writing instrument line, each Masterpiece comes with a red leather carrying case packed in a red leather, suede-lined gift box. There is also a small leather case which contains the guarantee card and information booklet. A handsome outer box protects the package.

### Highlighting personal factors in accident prevention

Safety and health researchers have zeroed in on personal circumstances which increase chances of injury. Knowing when risks are greater can remind us to keep safety in mind when these situations occur.

Difficult periods of life cause danger. People who are in the process of moving to a new home, ad-

justing to a new community, having trouble with finances, children or whatever, must take care. They are preoccupied with these problems. Frequently unaware of what's actually going on around them, they're tense, weak, and prime candidates for an accident.

Fatigue from a regular work day can increase the

chances that you will be involved in an automobile accident. Late afternoon and early evening are the highest casualty periods of the day. Drivers are dull, reflexes are slow.

Driving is one area where general fitness and a continuing exercise program will serve well. Highway department studies show that people who exercise regularly and are more fit have fewer accidents late in the day. They have higher endurance and are not as tired at the end of the day.

Diet is another personal factor in accident preven-

tion. The energy gained from a good breakfast helps us work better all day. It keeps us alert and lowers the risk of accidents in any endeavor. A four-month study of hundreds of persons showed conclusively that those who ate a relatively high carbohydrate diet (whole grains, vegetables and fruit) were least likely to be involved in an accident.

Considering your personal circumstances and your degree of alertness should be part of your accident prevention planning.

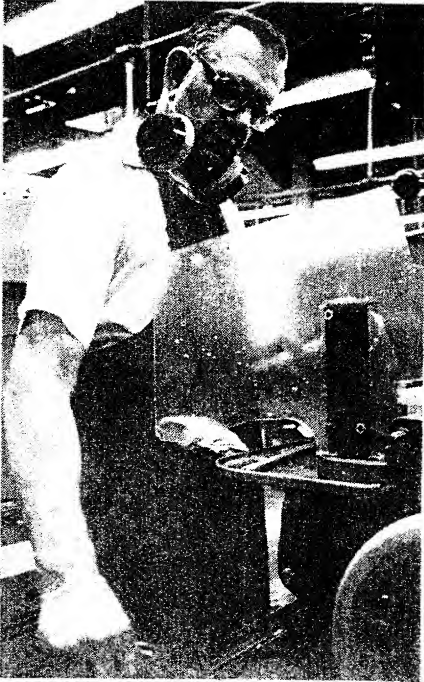
# They didn't miss a minute in '80

SIXTY-TWO EMPLOYEES here have been recognized for perfect attendance during 1980. The employees were presented certificates by Vice President Dick Canella and staff managers during ceremonies conducted in the main plant auditorium. In the top photo are (front, from left) Jack Wade, Art Peitz, Paul Cooper, Dick Canella, Dale Diton and Bill Schneider; (middle) Naomi McVeigh, Mickie Cooper, Ethel Krebill, Ruby Burdette, LaVerne Hartley and Jeanette Groene; (rear) Nancy McKoon, Ida Hastings, Maxine LaBonte, Ruth Harshbarger and Doris Siegrist. With Canella in the middle photo are (front, from left) Mildred Daugherty, Agnes Strayer, Leo Zumdom, Herb Halferty and Alva Rudd; (middle) Leta Scott, Dorothy Wagner, Bill Piloto, Avis Bohnenkamp, Vi Maxson and Irene Hamman; (rear) Letha Higgins, Del White, Ruth Ann Taylor, Leona Weber, Margaret Wilkens and Helen Vass. With Canella in the lower photo are (front, from left) Maurice Strunk, Sam Krogmeier, Delbert Burdette, Tom Laughlin and Clifford Meierotto; (middle) Mary Ossont, Elizabeth Carter, Hazel LaBonte, Sharon Strunk, Delores Duncan, Betty Pohlpetter and Sharon Kirkhart; (rear) Mildred Saddler, Margaret Bohnenkamp, Bette Gillett, Edith Trainer, Velma Hasenclever, Jewel Glasscock, Billy Grigsby and Randy Frice. Also awarded were Dick Jacks, Oscar Schiffer, Virgil Schumaker, Ted Houston, Charlie Campbell, Bob Brinkschroeder, Enequina Vega, Carl Comstock and Dorothy Akers.



# Retirements and Anniversaries

Sam Krogmeier  
Press Forming  
40th Anniversary  
April 2



Frances Humphrey  
Pen Point  
35th Anniversary  
April 8



Wilma Adkins  
Credit  
35th Anniversary  
April 15



Frank Lowery Jr.  
Stock and Warehouse  
40th Anniversary  
April 26



Irene Hamman  
Pen Point  
35th Anniversary  
March 11

Tom Laughlin  
Molding  
35th Anniversary  
March 25



Alva Rudd  
Packaging  
30th Anniversary  
March 22



Evelyn Tucker  
Molding  
25th Anniversary  
March 1



Chuck Myers  
Housekeeping  
2 Years Service  
Retired April 3



Gerald Hobbs  
Product Development  
35th Anniversary  
March 4

Retirements and Anniversaries (continued)

Harold Lightfoot  
Pen Point  
40th Anniversary  
April 17



Bob Sanders  
Molding  
40th Anniversary  
March 28



Dorothy Akers  
Plastic Fab  
25th Anniversary  
April 25

Margaret Holterhaus  
Metal Fab  
18 Years Service  
Retired April 14

Paul Wilmesmeier Jr.  
Plastic Fab  
30th Anniversary  
April 17

465 Years  
with  
Sheaffer Pen

Disabled workers...  
**Don't wait to apply  
for benefits**

If you are disabled and no longer working, you should apply for Social Security benefits as soon as it is determined that you will be unable to return to your job for a full year.

Under Social Security guidelines, you are considered disabled if a condition exists which prevents you from doing all types of work, and that condition is expected to last twelve full months or result in death.

No payments are made for the first five months you are disabled and not working.

Before coming to the Social Security office to apply for benefits, call or write. This allows the representative to explain what information you must supply to start your claim.

The claim can then be processed faster and you might save yourself a trip to the office.

Documents and information required to file a claim include:

1. Your Social Security card and birth certificate.
2. Copy C of your 1979 and 1980 W-2 forms and a record of any 1981 earnings.
3. The date you last worked and the date you became sick or were injured.
4. The type of illness or injury.
5. The date you returned to work (if you are no longer disabled).
6. The names, addresses, and telephone numbers of all medical sources and the

dates you received treatment for your disabling condition.

7. Your military service serial number and V.A. claim number (if available).

8. A list of employers and the types of jobs and duties you performed during the previous fifteen years.

9. The names, Social Security numbers and dates of birth of your spouse and children (if they are under eighteen or still in school).

10. Your worker's compensation number and the amount of the award you received (if any).

Don't delay in applying for benefits if all this information is not available. The staff of the Burlington Social Security Office will be happy to answer your questions about disability benefits.

The office is located at 3012 Division Street, Burlington, Iowa 52601. To contact the office by phone, dial the Iowa toll-free number: 1-800-532-1440. Burlington residents should call 752-6321.



MANAGEMENT CLUB officers for 1981 have been announced here. They are (from left) Cynthia Batey, secretary-program chairman; Danny Butcher, vice chairman; and Chad Miskin, chairman.



*Leo Zumdom: a \$13,000 idea.*

## Three cited for PIP contributions

Three employees have received recognition for outstanding contributions to the company's Performance Improvement Program (PIP).

Leo Zumdom, production technician in Sheaffer's plating department, sug-

gested a more efficient method of finishing cap ornaments for Targa 1000 writing instruments. His idea earned a cash award and should save the company over \$13,000 in operating costs each year.

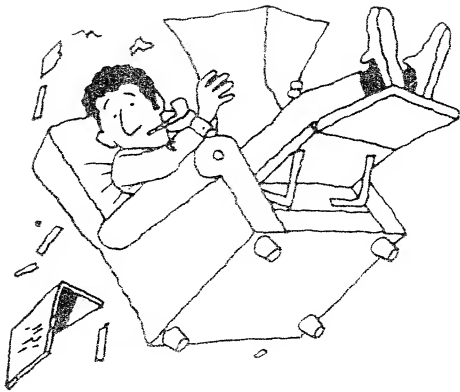
Harold Mehl and Leon

Basler initiated the development of in-house facilities for manufacturing imprint dies and established improved methods of creating camera-ready art for advertising and incentive sales products. These procedures have reduced pro-

duction time and resulted in estimated annual savings of over \$36,000. Mehl is Sheaffer's domestic sales services manager; Basler works as supervisor of commercial art.



*Harold Mehl (left) and Leon Basler: annual savings of \$36,000.*



# TORNADO!

*If one strikes,  
would you know  
what to do?*

**T**ornadoes respect no geographic boundaries. Over the last five years 4,245 tornadoes have touched down in 46 different states. While they can occur anytime, March through August are considered the "danger" months. The following suggestions will help you get ready for the coming tornado season.

emergency weather information in your community and know what it means.

A National Weather Service "tornado watch" means conditions are right for tornadoes to form.

A "tornado warning" means a tornado has been sighted, take cover.

Most communities use sirens or horns to warn of a tornado sighting; know what your system is and what it means.

enough of it to cover all damage a tornado could do.

Make an inventory of everything in your house and keep it in a safe place away from home (like a safe deposit box). It will be a great help in speeding payment for your losses.

Plan and practice what your family will do in case of a tornado.

Have a prearranged place in your home (basement if you have one or in interior room or under stairway if

you don't) to go for shelter.

If you're in a mobile home, get out. If a shelter is available, go to it. If not, lie in a ditch or other depression.

## If it happens

Cooperate fully with law enforcement and disaster service officials. Check your local news media for instructions and information on emergency services available.

Notify your insurance agent of your loss as soon as possible. He can advise you what to do next.

Stay with your property to guard against vandalism or looting until law enforcement agencies organize protection.

Protect against additional damage, board up broken windows or holes in the walls or roof; cover or otherwise protect furnishings from further damage by rain or wind. If necessary, have utilities turned off to prevent damage from explosion or fire.

Don't be rushed into signing repair contracts. Fly-by-night repairmen often prey on tornado victims. Be sure you know with whom you're dealing. Your insurance agent or adjuster should be able to help; or ask your Better Business Bureau or friends or relatives to recommend someone.

Keep receipts for all repairs and additional living expenses. Most homeowner's insurance contracts will reimburse these costs; casualty losses exceeding \$100 that aren't reimbursed are generally tax deductible.

## Getting prepared

Know how to get right kind of insurance and

Be sure you have the

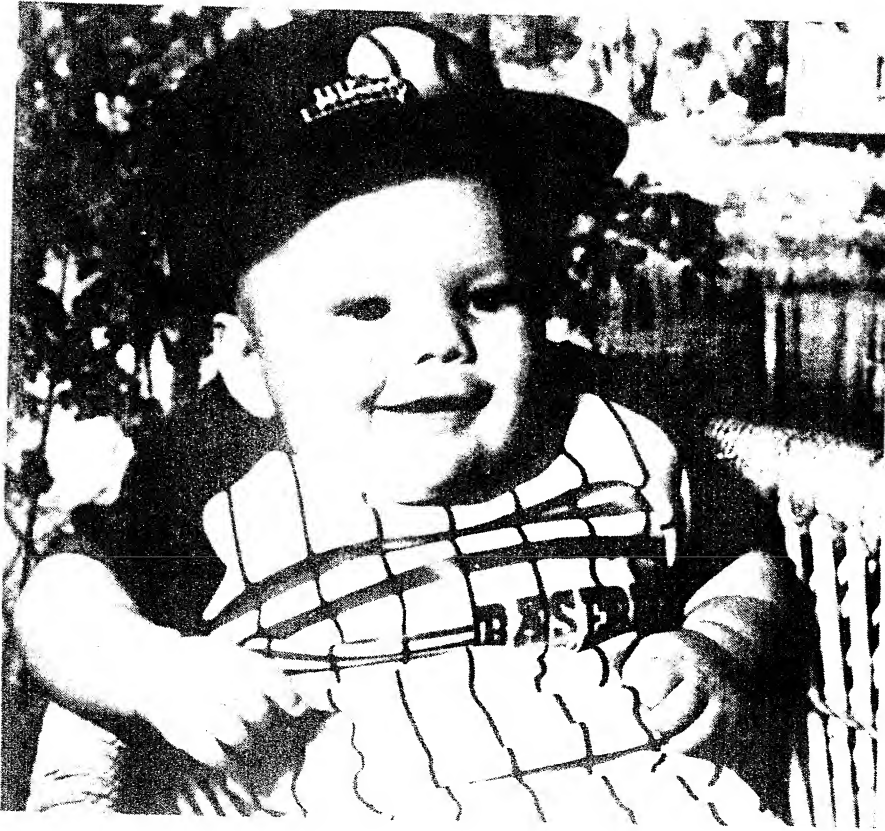
## 'Pig Tales' bring home the bacon

**S**heaffer Eaton has introduced a new collection of gift ideas for spring selling.

It's the Pig Tales assortment, and it captures the humor and popularity of the pig theme in fourteen different products.

There are "Pigpen" Kaleidoscope ballpoints, memo boxes, and Write Match sets; "Pork Paddies" memo and note pads; "Fold 'n' Squeal" notes; decorated stationery and envelopes with pig puns and graphics; and a Pig Tales mini-puzzle, as well as a clever, attention-getting counter display.





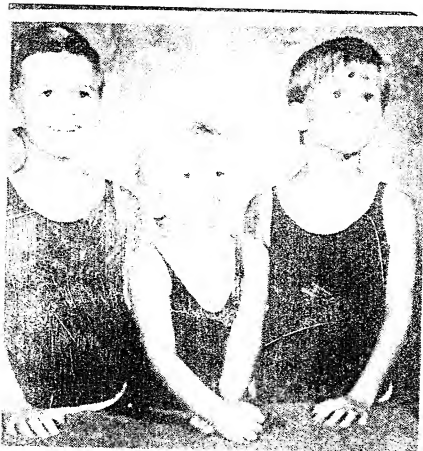
Joshua Cole, 3 months; son of Sandy Cole, Quality Assurance.



# Our Kids

**EMPLOYEES AND RETIREES:** Your kids and grandkids would look great in *Our Kids!* We'll accept *professional* photographs of any size (limit 3 per employee). Don't forget to include the child's name and age, his or her relationship to you, and your name and department (and address if you are retired). All pictures will be returned. Send your photographs to:

Sheaffer Pen  
Communications Department  
301 Avenue H  
Fort Madison, Iowa 52627



Jeremy, 5, Jason, 3, and Joshua Todd, 6; grandsons of Dee Spiker, Litho.



Bobbi Dee Jones, 5 months; granddaughter of Dee Spiker, Litho, and Frances Jones, Plastic Fab.

Tracy, 12, Travis, 8, and Tory Elston, 4; grandchildren of Rachel Landes, Press Forming.



# PEOPLE

## Married

\*Olga Alfonso, Requirements Planning, to John Stellern, February 2.

\*Donna Medland, Credit, to Michael Peterie, February 14.

\*Steve Lake, son of Paul Lake, Pen Point, retired, to Connie Becker, March 7.

## Births

\*A boy, Joel Brandon, to Lea and Arlen Tapp, Packaging Engineering, March 3.

\*A girl, Tracie Kristina, to Bill and Sara Holtz, February 13. Paternal grandmother is Rita Holtz, Plastic Fab.

\*A boy, Jered Lynn, to Lynn (Screw Machine) and Penny Wisbey, Pen Point, March 25. Paternal grandmother is Clara Gerhardt, Plant 5.

\*A boy, Patrick John, to Darrell and Vicki Moeller, Purchasing, February 28.

## Congratulations

\*To Harriet and Harry Dusenberry, Skrip and Desk Stand, on their 35th wedding anniversary, January 26.

\*To Lana and Bud Metzinger, Manufacturing, on their 40th wedding anniversary, February 22.

\*To Mildred and Loren Simmons, Safety and Security, on their 40th wedding anniversary, April 5.

\*To Janet Clark, Communications, who was awarded first place in typing and fourth place in business arithmetic during competition at the Southeast Iowa Office Education Association's regional conference, held February 7 in Fort Madison. Janet was also a member of Fort Madison High School's parliamentary procedures team which took first place at the conference. She is a senior and works afternoons at Sheaffer as part of her OEA training.

## Condolences

\*To Shirley Baxter, Purchasing, on the death of her husband.

\*To Bernard Bengtson, Tool and Die, on the death of his mother.

\*To Barbara Middleton, Quality Assurance, on the death of her father.

\*To Nola Kennedy, Service, retired, on the death of her mother.

\*To Geraldine Herold, Skrip, on the death of her brother.

\*To Kim Alexander, Quality Assurance, on the death of her grandfather.

\*To Dorothy Akers, Pen Point, on the death of her husband.

\*To the family of Charles Star-

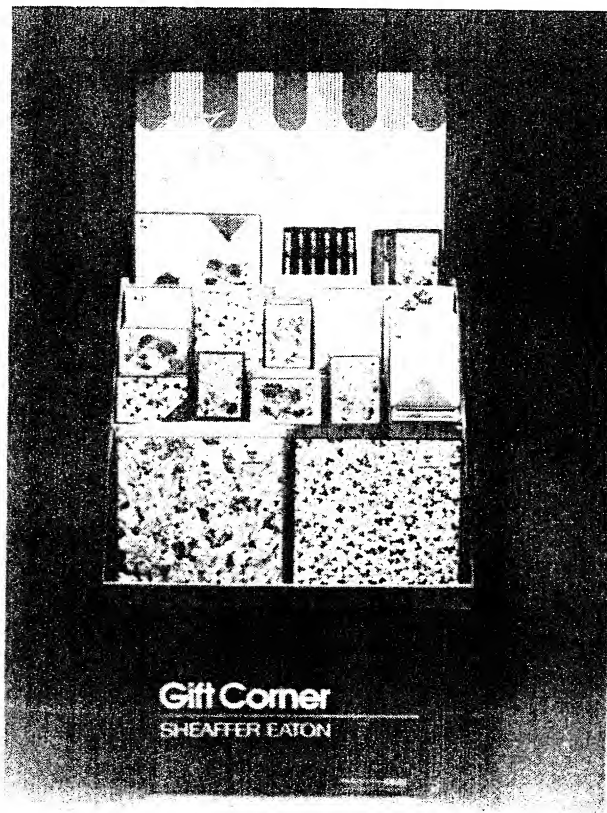
burg, Product Development, retired.

\*To Pat Johnson, Customer Service, on the death of her mother.

\*To Mickie Cooper, Quality Assurance, on the death of her father.

\*To Charlene Sallen, Packaging, and Mary Ann Moeller, Plastic Fab, on the death of their father.

*LARRY HELTON, chemical process engineering manager here, makes a point during a chemical safety training course held recently in the main plant auditorium. Topics covered included solvents, acids, oxidizers, bases, chlorines and safe storage of chemicals. The course also featured films, slide presentations and lectures by Robert and William Rider, representatives of the Thompson-Hayward Chemical Company, located in Davenport, Iowa. Seventy-six Sheaffer employees attended the course's five sessions.*



## Spring intro for 'Flower Cart'

A colorful bouquet of nineteen gift items makes Sheaffer Eaton's Flower Cart Gift Corner a one-stop spring gift boutique.

Sheaffer Kaleidoscope writing instruments, Eaton stationery products, At-A-Glance address books, Treasure Collection jigsaw puzzles and combination gifts all offer bright new floral graphics to catch the eye of customers. The Flower Cart is a complete, floor-standing, themed merchandiser designed to create a colorful gift product display.

Geraniums, poppies, violets and mixed floral patterns are among the cheery spring flowers featured on products in the new assortment.